

Visitor Travel to Nova Scotia

1983



Nova Scotia



**Department of
Tourism**

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VISITOR TRAVEL TO

NOVA SCOTIA 1983

Research Section

Nova Scotia Department

of Tourism

INTRODUCTION

Visitor travel to Nova Scotia 1983 is a summary report of non-resident visitor travel to Nova Scotia during the 1983 visitor season (June 1 - October 31). Information regarding the number, origin, and date of entry of visitors by the principal modes of transportation is included in this text and when considered necessary is complemented by detailed tables and graphs to assist the reader.

Unless otherwise stated, the data used to compile the report came from the Department's Tally of Motor Vehicles carried out jointly, at certain entry points, with the Tourism Department of Prince Edward Island. Information regarding public transportation was kindly supplied by Air Canada, Eastern Provincial Airways, Acadian Lines, and VIA Rail Canada.

Also included in this report are estimates of person volumes and of direct non-resident visitor expenditures during the Nova Scotia visitor season. For a more complete examination of visitor characteristics and tourist trends in Nova Scotia, the reader should refer to the list of other publications prepared by the Nova Scotia Department of Tourism contained at the end of this report.

Any queries concerning the information contained in this report or the methodology used to acquire data should be directed to the Research Section, Nova Scotia Department of Tourism.

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REPORT SUMMARY

The economic impact of the Tourism Sector on the provincial economy decreased in 1983 from the 1982 level. An estimate of the 1983 visitor season for the five month period (June 1 to October 31) revealed that non-resident visitors injected \$183,826,400 in 'new money' into the economy of Nova Scotia. This represented an decrease in current dollar expenditures of \$11,486,800 - an decrease of 6 percent. This represents a sizable portion of the estimated \$600 million spent in Nova Scotia during the 12-month calender year 1983 by both resident ; and non-residents.

Isolating the motor vehicle traveller from the total visitor travel picture shows that total visitation to Nova Scotia decreased 6 percent. The number of out of province Canadian motor vehicles entering Nova Scotia decreased by 27,535 cars, an 8 percent decrease; while the number of U.S. vehicles entering the Province increased by 4,084 cars for a 6 percent increase.

In addition to air travel oriented packages, VIA Rail operated a train/bus package; and Prince of Fundy and CN Marine offered cruise/drive packages.

SEASONALITY

The trend of motor vehicle entries into Nova Scotia by month in 1983 is similar to 1982. The following tables outline these trends; three of these are outlined below:

American motor vehicle entries were more seasonally peaked than Canadian motor vehicles. In 1983, 64% of the American vehicles came to Nova Scotia during July and August, compared to 52% of the total Canadian vehicles.

Canadian and American recreational vehicles are highly peaked during July and August: 71% and 64% respectively.

Total tour bus entries peaked during July, August and September. Canadian tour buses travelled more in June 1983 (18%) compared to June 1982 (9%). Eighty percent of the American buses travelled in July, August and September.

SEASONALITYTABLE 1MOTOR VEHICLE, TOUR BUS, RECREATIONAL VEHICLE, BOAT,MOTORCYCLE AND BICYCLE VISITATIONBY MONTH - 1983

	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	TOTAL
<u>Motor Vehicles</u>						
Canadian	51,519	85,138	71,707	51,984	44,498	304,846
American	9,019	23,094	21,946	13,470	5,206	72,735
Foreign	9	36	48	28	13	134
TOTAL	60,547	108,268	93,701	65,482	49,717	377,715
<u>Tour Buses</u>						
Canadian	104	156	136	120	60	576
American	88	257	292	265	107	1,009
TOTAL	192	413	428	385	167	1,585
<u>Recreational Vehicles</u>						
Canadian	2,594	9,370	5,749	2,446	1,083	21,242
American	1,708	4,855	3,731	2,356	758	13,408
TOTAL	4,302	14,225	9,480	4,802	1,841	34,650
<u>Boats</u>	366	724	506	167	91	1,854
<u>Motorcycles</u>	1,650	3,510	2,404	1,016	201	8,781
<u>Bicycles</u>	550	1,104	1,199	413	97	3,363

TABLE 2
PERCENTAGE OF NON-RESIDENT MOTOR VEHICLES TO
NOVA SCOTIA BY MONTH OF VISITOR SEASON

<u>1978 THROUGH 1983</u>						
<u>YEAR</u>	1978	1979	1980	1981	1982	1983
<u>MONTH</u>						
June	15.3%	16.0%	16.5%	16.0%	16.0%	16.0%
July	29.7%	29.3%	27.7%	28.0%	29.0%	28.7%
August	26.2%	26.4%	27.1%	27.0%	25.0%	24.8%
September	16.5%	16.1%	16.2%	17.0%	17.0%	17.3%
October	12.3%	12.2%	12.5%	12.0%	13.0%	13.2%

TABLE 3
PERCENTAGE CHANGE IN THE NUMBER OF
NON-RESIDENT MOTOR VEHICLES TO NOVA SCOTIA

<u>BY MONTH 1982 COMPARED TO 1983</u>						
<u>MONTH</u>	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	TOTAL
Canadian	- 8%	-9%	-10%	- 6%	- 6%	-8%
American	+14%	+6%	-1%	+11%	+15%	+6%
TOTAL	- 5%	-7%	-8%	- 3%	- 4%	-6%

TABLE 4
MARKET SHARE OF NON-RESIDENT MOTOR
VEHICLES TO NOVA SCOTIA BY VISITOR SEASON
1978 THROUGH 1983

YEAR	1978	1979	1980	1981	1982	1983
<u>SEASON</u>						
Peak Season (July-August)	55.9%	55.7%	54.8%	55.0%	54.0%	53.5%
Shoulder Season (June, Sept. Oct.)	44.1%	44.3%	45.2%	45.0%	46.0%	46.5%

TABLE 5
NUMBER OF NON-RESIDENT MOTOR VEHICLES TO NOVA SCOTIA
BY MONTH OF VISITOR SEASON - FROM 1973

MONTH	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	TOTAL
<u>YEAR</u>						
1973	59,800	122,400	111,900	61,700	44,000	399,800
1974	60,300	111,600	109,300	60,100	40,700	382,000
1975	65,700	120,000	117,500	59,700	46,500	409,400
1976	61,100	115,700	108,000	62,500	47,000	394,300
1977	57,200	116,900	108,100	84,000	53,800	420,000
1978	60,400	118,600	104,800	66,100	48,200	398,100
1979	63,445	116,259	104,403	63,729	48,405	396,241
1980	63,706	107,326	105,106	62,529	48,445	387,112
1981	64,307	113,449	106,501	66,677	49,438	400,372
1982	63,984	115,890	101,838	67,469	51,877	401,058
1983	60,547	108,268	93,701	65,482	49,717	377,715

TABLE 6
MOTOR VEHICLE ENTRIES
 PROVINCE AND STATE BY MONTH - 1983

PROVINCE OR STATE	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	TOTAL
Newfoundland	1,919	4,816	3,818	1,413	879	12,845
Prince Edward Island	3,915	4,891	4,697	4,669	5,246	23,418
New Brunswick	34,789	40,297	39,805	35,275	32,257	182,423
Quebec	2,008	7,212	4,005	1,517	1,005	15,747
Ontario	6,318	22,210	15,061	6,031	3,141	52,761
Manitoba	133	527	280	188	80	1,208
Saskatchewan	98	265	168	128	64	723
Alberta	661	1,399	1,113	681	509	4,363
British Columbia	356	626	528	380	182	2,072
Unidentified	1,322	2,895	2,232	1,702	1,135	9,286
<u>CANADIAN TOTAL</u>	<u>51,519</u>	<u>85,138</u>	<u>71,707</u>	<u>51,984</u>	<u>44,498</u>	<u>304,846</u>
<u>UNITED STATES</u>						
Alabama	45	71	49	62	43	270
Alaska	4	9	7	11	7	38
Arizona	37	83	69	66	30	285
Arkansas	18	26	29	33	12	118
California	221	392	366	453	188	1,620
Colorado	33	58	34	70	43	238
Connecticut	424	1,114	1,253	526	196	3,513
Delaware	47	114	127	68	31	387
District of Columbia	5	12	27	7	4	55
Florida	593	1,284	1,011	632	179	3,699
Georgia	95	154	142	153	61	605
Hawaii	1	7	4	8	3	23
Idaho	27	33	20	27	14	121

	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	TOTAL
Illinois	170	436	283	295	163	1,347
Indiana	114	186	142	170	61	673
Iowa	48	89	88	118	33	376
Kansas	26	65	38	48	27	204
Kentucky	23	67	45	41	10	186
Louisiana	32	56	51	38	20	197
Maine	844	1,724	1,406	1,021	493	5,488
Maryland	217	535	708	314	111	1,885
Massachusetts	1,652	5,255	4,610	2,381	1,110	15,008
Michigan	269	705	658	456	187	2,285
Minnesota	93	173	130	142	69	607
Mississippi	5	16	13	27	11	72
Missouri	65	105	97	80	23	370
Montana	2	11	10	6	6	35
Nebraska	7	29	6	26	11	79
Nevada	14	34	26	31	6	111
New Hampshire	368	991	905	594	215	3,073
New Jersey	444	1,381	1,616	729	200	4,370
New Mexico	9	21	15	24	12	81
New York	780	2,682	3,060	1,231	368	8,121
North Carolina	162	250	214	210	62	898
North Dakota	3	9	9	10	5	36
Ohio	267	641	578	470	180	2,136
Oklahoma	20	40	18	32	14	124
Oregon	59	76	73	100	37	345
Pennsylvania	552	1,330	1,437	847	229	4,395
Rhode Island	133	363	333	172	66	1,067
South Carolina	60	127	80	65	32	364
South Dakota	10	16	15	16	2	59
Tennessee	62	104	76	63	29	334
Texas	127	262	187	166	82	824
Utah	12	18	13	21	9	73
Vermont	140	366	295	209	73	1,083
Virginia	229	539	601	347	114	1,800
Washington	91	90	101	107	68	457

	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	TOTAL
West Virginia	40	79	58	44	8	229
Wisconsin	79	194	129	136	52	590
Wyoming	3	4	5	18	5	35
Unidentified	238	668	669	549	192	2,316
UNITED STATES TOTAL	9,019	23,094	21,946	13,470	5,206	72,735
FOREIGN	9	36	48	28	13	134
GRAND TOTAL	60,547	108,268	93,701	65,482	49,717	377,715

ENTRY POINTS

Amherst was the most widely used entry point into Nova Scotia with respect to the volume of non-resident automobile traffic in 1983. The percentage of non-resident automobiles entering the Province through Amherst was 70.5%. When viewed in total with Nova Scotia's other land entry point, Tidnish, a total of 75.3% of non-resident motor vehicles came by highway via New Brunswick. These two entry points accounted for 82.0% and 47.0% of Canadian and American motor vehicles respectively.

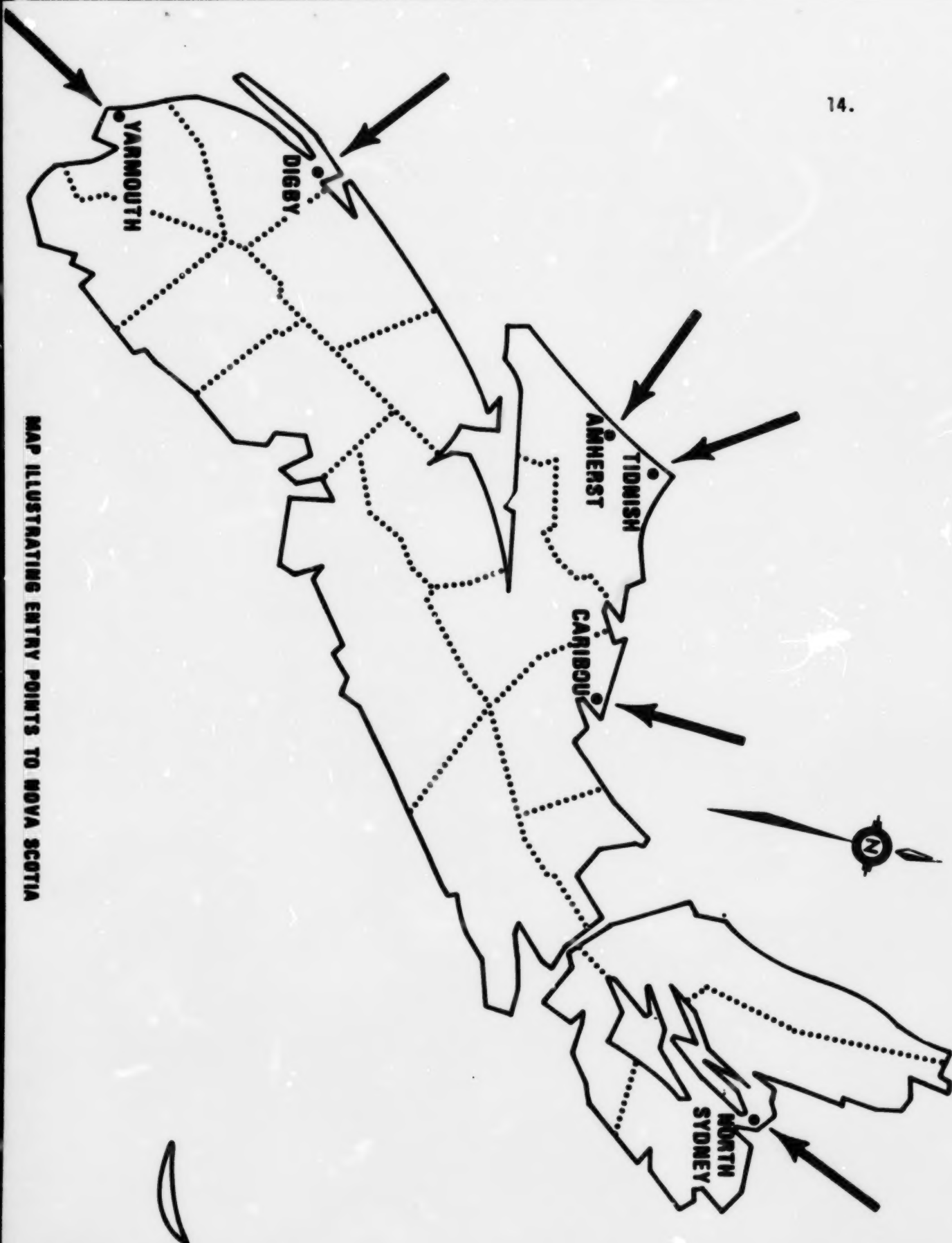
The other four entrances (water entrances) accounted for the remaining motor vehicle traffic. In order of the largest volume, these were: Caribou, 7.9%; Yarmouth, 7.1%; Digby, 4.5%; and North Sydney, 3.4%. Yarmouth and Digby, as shown in Table 8, were strategic points of entry for automobile visitors originating from the United States.

Amherst was the busiest entry point into Nova Scotia for American traffic (46%) followed by Yarmouth with 33%. Caribou and Digby were similar, 11% and 9% respectively.

Choices of entry points for tour buses have changed little from 1982. Yarmouth remains the leader for tour bus traffic accounting for 39.7% of all tour buses, followed by Amherst with 26.8%, Caribou with 17.1% and Digby 15.8%.

Recreational vehicle traffic was down slightly from 1982, (18% or 7,781 units). Not all entry points decreased in actual numbers of recreational vehicles. North Sydney, Yarmouth and Digby increased from 1982; these increases, along with the decrease in recreational traffic at Amherst, altered the percentage share by entry point.

MAP ILLUSTRATING ENTRY POINTS TO NOVA SCOTIA



MOTOR VEHICLES ENTERING NOVA SCOTIA BY ENTRY POINT

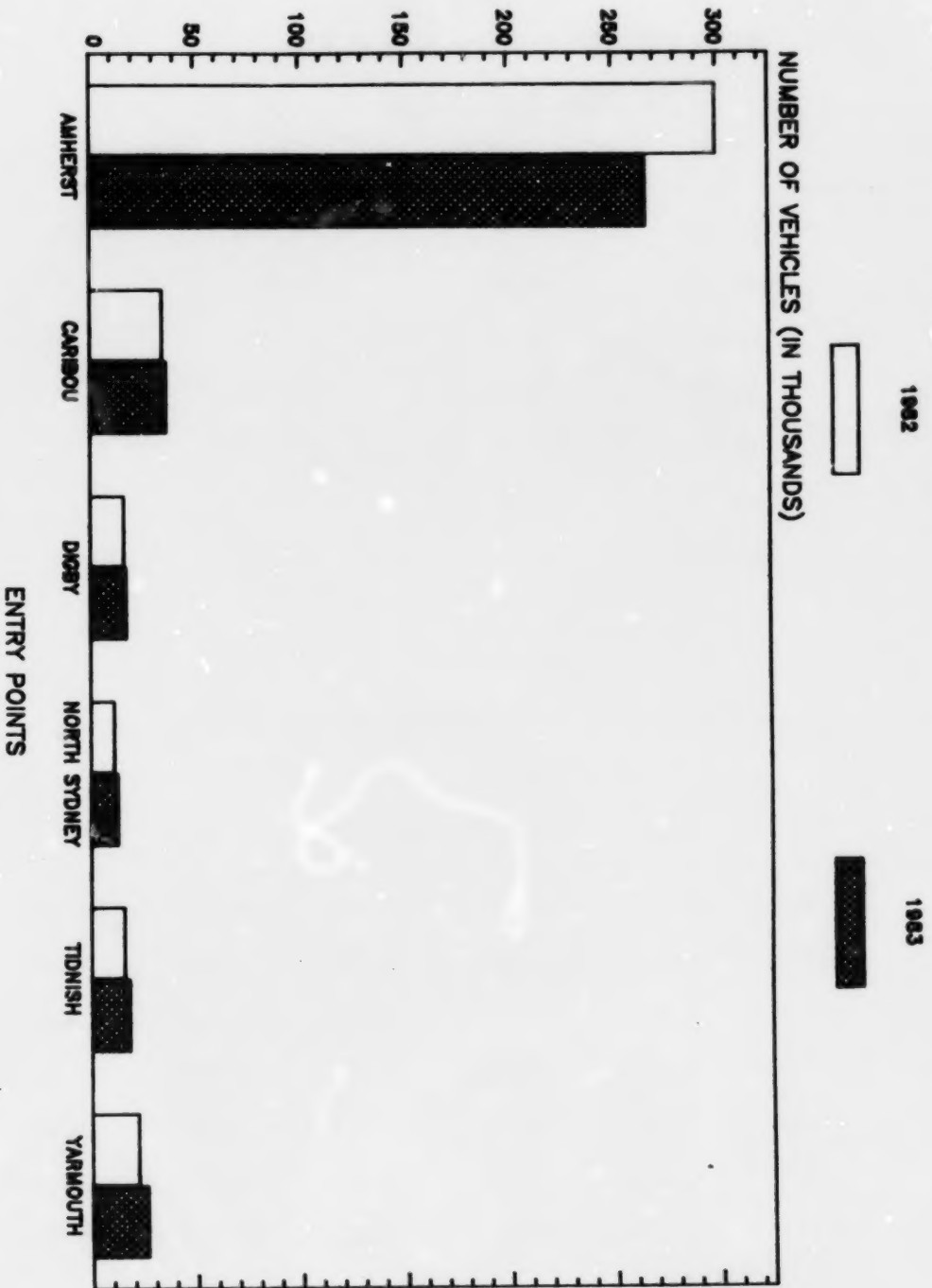


TABLE 7aMOTOR VEHICLES ENTERING NOVA SCOTIABY ENTRY POINT - 1983

ENTRY POINT	1982	SHARE OF TOTAL	1983	SHARE OF TOTAL
Amherst	300,248	74.9%	266,454	70.5%
Caribou	34,825	8.7%	36,489	7.9%
Digby	16,219	4.0%	17,106	4.5%
North Sydney	11,363	2.8%	12,845	3.4%
Tidnish	16,027	4.0%	18,264	4.8%
Yarmouth	22,376	5.6%	26,557	7.1%
TOTAL	401,058	100%	377,715	100.0%

TABLE 7bMOTOR VEHICLES ENTERING NOVA SCOTIABY MONTH - 1983

ENTRY POINT	June	July	August	September	October	Total
Amherst	45,068	72,005	62,103	47,355	39,923	266,454
Caribou	4,562	12,122	9,665	6,231	3,909	36,489
Digby	2,407	5,476	4,829	2,878	1,516	17,106
North Sydney	1,919	4,816	3,818	1,413	879	12,845
Tidnish	3,296	5,371	4,743	2,827	2,027	18,264
Yarmouth	3,295	8,478	8,543	4,778	1,463	26,557
TOTAL	60,547	108,268	93,701	65,482	49,717	377,715

TABLE 8PERCENTAGES OF CANADIAN AND AMERICAN MOTOR VEHICLESENTERING NOVA SCOTIA BYENTRY POINT - 1983

PLACE	CANADIAN	AMERICAN	ALL MOTOR VEHICLES
Amherst	76%	46%	70.5%
Caribou	9%	11%	7.9%
Digby	4%	9%	4.5%
North Sydney	4%	N/A	3.4%
Tidnish	6%	1%	4.8%
Yarmouth	1%	33%	7.1%
TOTAL	100%	100%	100.0%

MOTORCOACHES ENTERING NOVA SCOTIA BY ENTRY POINT

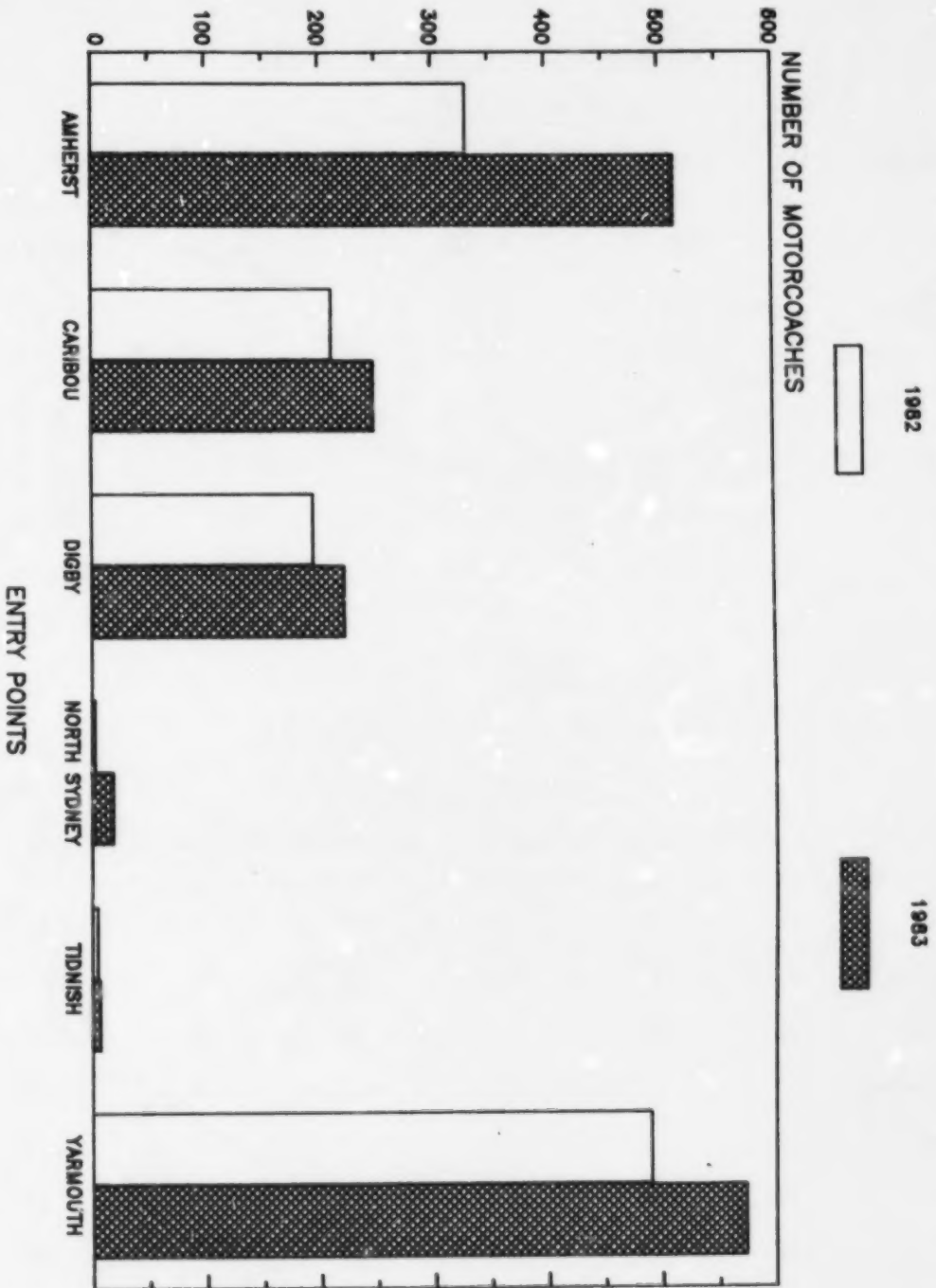


TABLE 10aMOTORCOACHES ENTERING NOVA SCOTIABY POINT OF ENTRY - 1983

ENTRY POINT	1982	Share of Total	1983	Share of Total
Amherst	331	26.8%	514	32.4%
Caribou	212	17.1%	249	15.7%
Digby	195	15.8%	222	14.0%
North Sydney	2	.2%	19	1.2%
Tidnish	5	.4%	7	.5%
Yarmouth	491	39.7%	574	36.2%
TOTAL	1,236	100.0%	1,585	100.0%

TABLE 10bMOTORCOACHES ENTERING NOVA SCOTIABY MONTH - 1983

ENTRY POINT	June	July	August	September	October	Total
Amherst	86	112	138	103	75	514
Caribou	28	58	56	76	31	249
Digby	21	65	57	58	21	222
North Sydney	3	7	5	2	2	19
Tidnish	1	3	2	1	0	7
Yarmouth	53	168	170	145	38	574
TOTAL	192	413	428	385	167	1,585

TABLE 10C

**MOTORBOATS ENTERING NOVA SCOTIA
BY ENTRY POINT, MONTH AND ORIGIN - 1983**

ENTRY POINT	AMHERST	CARIBOU	DIGBY	NORTH SYDNEY	TIDNISH	YARMOUTH
June	Canadian American Total	19 9 28	14 7 21	3 3 3	1 0 1	4 49 53
July	Canadian American Total	76 36 112	31 27 58	36 29 64	7 7 7	3 165 168
August	Canadian American Total	81 57 138	25 31 56	18 39 57	5 5 5	5 165 170
September	Canadian American Total	46 57 103	46 30 76	19 39 58	2 2 2	6 139 145
October	Canadian American Total	38 37 75	11 20 31	7 14 21	2 2 2	2 36 38
Total	Canadian American Total	304 210 514	132 117 249	94 128 222	19 19 19	20 554 574

TABLE 10d

COMPARISON OF MOTORCOACHES FROM INDIVIDUAL PROVINCES AND STATES

JUNE-OCTOBER 1983 COMPARED WITH JUNE-OCTOBER 1982 AND 1981

	1981	1982	1983	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
CANADA						
<u>ATLANTIC</u>						
Newfoundland*	3	2	19			
P.E.I.	71	17	26			
New Brunswick	109	89	182			
Sub Total	183	108	227	+24%	+119	+110%
<u>CENTRAL CANADA</u>						
Quebec	93	77	127			
Ontario	249	216	198			
Sub Total	342	293	325	-5%	+32	+11%
<u>WESTERN CANADA</u>						
Manitoba	14	7	10			
Saskatchewan	4	6	3			
Alberta	18	18	7			
British Columbia	8	8	4			
Sub Total	44	39	24	-45%	-15	-38%
Unidentified Canada	1					
CANADIAN TOTAL	570	440	576	+1%	+136	+31%

	1981	1982	1983	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
UNITED STATES						
<u>NEW ENGLAND</u>						
Maine	25	15	19			
New Hampshire	10	13	4			
Massachusetts	113	63	76			
Rhode Island	12	25	34			
Vermont	65	7	15			
Connecticut	33	46	50			
Sub Total	258	169	198	-23%	+29	+17%
<u>MID ATLANTIC</u>						
New York	65	49	80			
New Jersey	188	154	186			
Pennsylvania	105	63	109			
Sub Total	358	266	375	+5%	+109	+41%
<u>SOUTH ATLANTIC</u>						
Maryland	19	23	14			
West Virginia	8	3	1			
District of Columbia	12	9	3			
Delaware	1	2	7			
Virginia	40	14	17			
North Carolina	49	25	59			
South Carolina	3	2	3			
Alabama	8	9	9			
Georgia	4	10	17			
Mississippi	16	5	2			
Florida	21	31	23			
Sub Total	181	133	155	-14%	+22	+17%

	1981	1982	1983	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
<u>SOUTH CENTRAL</u>						
Tennessee	5	17	13			
Kentucky	3	3	1			
Louisiana	3	4	2			
Oklahoma	1	1	3			
Texas	3	27	28			
Arkansas	0	1	3			
Sub Total	15	53	50	+233%	-3	-6%
<u>EAST NORTH CENTRAL</u>						
Illinois	16	9	26			
Indiana	7	7	8			
Michigan	16	21	23			
Ohio	26	19	20			
Wisconsin	18	11	7			
Sub Total	83	67	84	+1%	+17	+25%
<u>WEST NORTH CENTRAL</u>						
Iowa	19	11	23			
Kansas	5	3	11			
Minnesota	7	5	18			
Missouri	7	2	6			
Nebraska	16	1	2			
South Dakota	0	0	0			
North Dakota	0	0	0			
Sub Total	54	22	60	+11%	+38	+173%

	1981	1982	1983	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
<u>MOUNTAIN</u>						
Arizona	0	9	9			
Colorado	0	2	0			
Idaho	0	1	2			
Montana	1	0	2			
Nevada	9	6	15			
New Mexico	4	4	1			
Utah	1	2	5			
Wyoming	2	1	1			
Sub Total	17	25	35	+106%	+10	+40%
<u>PACIFIC</u>						
Alaska	0	0	0			
Hawaii	0	0	0			
California	11	9	5			
Oregon	0	4	3			
Washington	32	31	29			
Sub Total	43	44	37	-14%	-7	-16%
Unidentified American						
AMERICAN TOTAL	1,009	787	1,009	0%	+222	+28%
FOREIGN						
GRAND TOTAL	1,579	2,227	1,585	0%	+358	+29%

*Newfoundland motorcoaches are the only vehicles included in the count at North Sydney.
in order to avoid double counting.

RECREATIONAL VEHICLES ENTERING NOVA SCOTIA BY ENTRY POINT

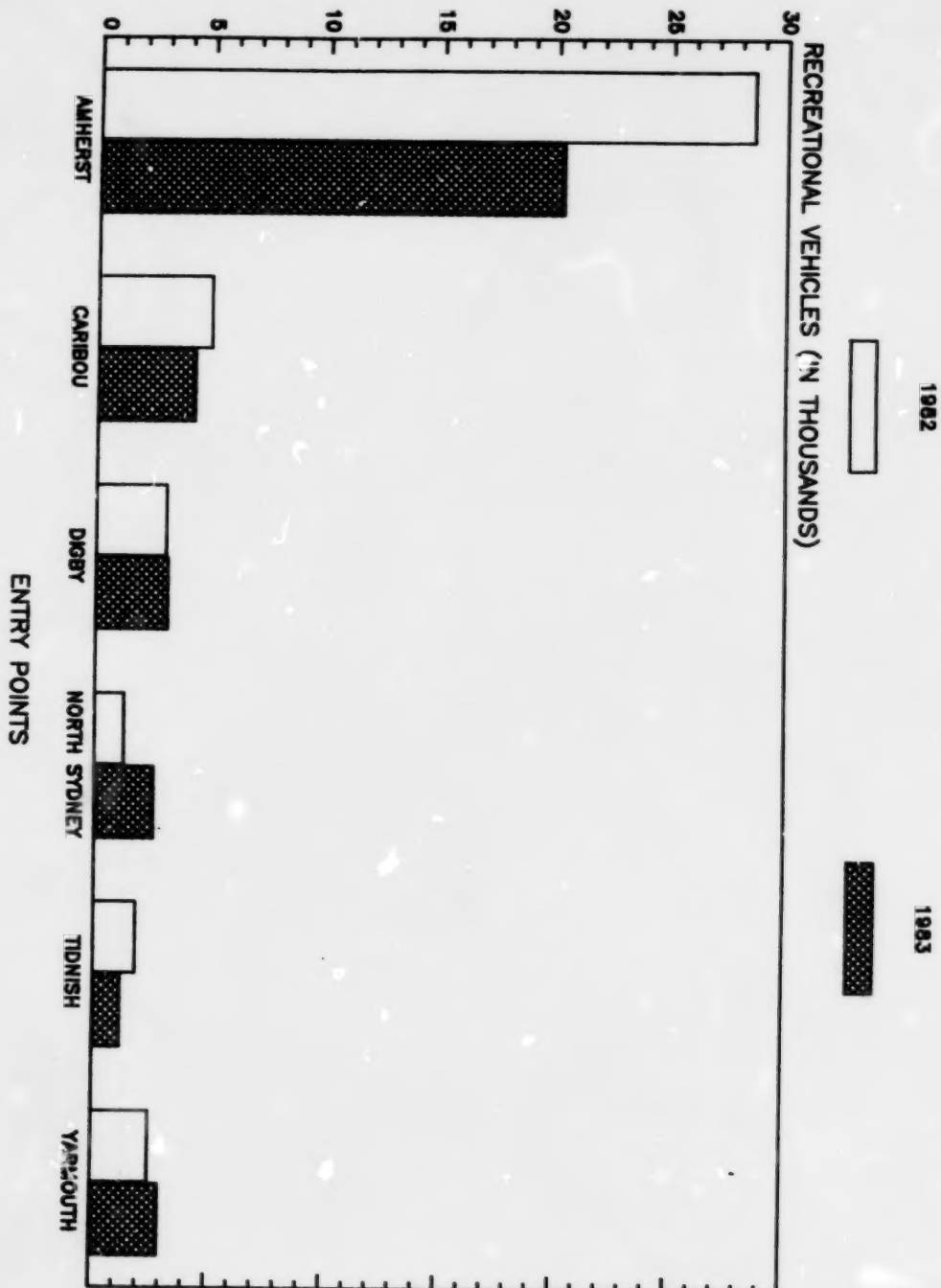


TABLE 11aRECREATIONAL VEHICLES ENTERING NOVA SCOTIABY ENTRY POINT - 1983

ENTRY POINT	1982	SHARE OF TOTAL	1983	SHARE OF TOTAL
Amherst	28,617	67.4%	20,328	58.7%
Caribou	5,032	11.9%	4,318	12.5%
Digby	3,122	7.4%	3,191	9.2%
North Sydney	1,314	3.0%	2,621	7.6%
Tidnish	1,868	4.4%	1,209	3.5%
Yarmouth	2,516	5.9%	2,983	8.5%
TOTAL	42,469	100.0%	34,650	100.0%

TABLE 11bRECREATIONAL VEHICLES ENTERING NOVA SCOTIAMONTH - 1983

ENTRY POINT	June	July	August	September	October	Total
Amherst	2,508	8,429	5,177	2,985	1,229	20,328
Caribou	387	2,007	1,261	535	128	4,318
Digby	452	1,105	939	493	202	3,191
North Sydney	373	1,119	771	229	129	2,621
Tidnish	181	440	380	158	50	1,209
Yarmouth	401	1,125	952	402	103	2,983
TOTAL	4,302	14,225	9,480	4,802	1,841	34,650

TABLE 11c

RECREATIONAL VEHICLES ENTERING NOVA SCOTIA
BY ENTRY POINT, MONTH AND ORIGIN - 1983

ENTRY POINT	AMHERST	CARIBOU	DIGBY	NORTH SYDNEY	TIDNISH	YARBOUTH
June	Canadian American Total	245 142 387	217 235 452	373 373	166 15 181	38 363 401
July	Canadian American Total	1,401 606 2,007	640 465 1,105	1,119 1,119	378 62 440	178 947 1,125
August	Canadian American Total	3,265 1,912 5,177	507 432 939	771 771	318 62 380	105 847 952
September	Canadian American Total	1,621 1,364 2,985	220 273 493	229 229	133 25 158	30 372 402
October	Canadian American Total	737 492 1,229	109 93 202	129 129	50 0 50	5 98 103
Total	Canadian American Total	12,832 7,496 20,328	1,693 1,498 3,191	2,621 2,621	1,045 164 1,209	356 2,627 2,983

TABLE 11d

COMPARISON OF RECREATIONAL VEHICLES FROM INDIVIDUAL PROVINCES AND STATES

JUNE-OCTOBER 1983 COMPARED WITH JUNE-OCTOBER 1982 AND 1981

	1981	1982	1983	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
CANADA						
ATLANTIC						
Newfoundland*	1,562	1,293	2,621			
P.E.I.	1,302	1,486	805			
New Brunswick	10,733	9,299	5,762			
Sub Total	13,597	12,078	9,188	-32%	-2,890	-24%
CENTRAL CANADA						
Quebec	3,088	2,661	1,825			
Ontario	11,334	10,197	7,925			
Sub Total	14,422	12,858	9,750	-32%	-3,108	-24%
WESTERN CANADA						
Manitoba	432	458	280			
Saskatchewan	289	269	235			
Alberta	1,233	1,400	1,010			
British Columbia	1,464	1,139	779			
Sub Total Unidentified Canada	3,418	3,266	2,304	-33%	-962	-29%
CANADIAN TOTAL	31,440	28,202	21,242	-32%	-6,960	-25%

UNITED STATES

NEW ENGLAND

Maine 823
 New Hampshire 608
 Massachusetts 1,939
 Rhode Island 186
 Vermont 224
 Connecticut 599

Sub Total

4,379

4,133

3,367

-23%

-766

-19%

MID ATLANTIC

New York 1,423
 New Jersey 786
 Pennsylvania 953

Sub Total

3,162

2,939

2,660

-16%

-279

-9%

SOUTH ATLANTIC

Maryland 369
 West Virginia 51
 District of Columbia 10
 Delaware 72
 Virginia 381
 North Carolina 242
 South Carolina 96
 Alabama 94
 Georgia 107
 Mississippi 26
 Florida 1,101

Sub Total

2,549

2,587

2,647

+4%

+60

+2%

81/83
 PERCENT
 CHANGE

82/83
 ABSOLUTE
 CHANGE

82/83
 PERCENT
 CHANGE

	1981	1982	1983	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
<u>SOUTH CENTRAL</u>						
Tennessee	85	75	70			
Kentucky	31	40	47			
Louisiana	52	76	51			
Oklahoma	32	59	43			
Texas	298	322	367			
Arkansas	29	31	55			
Sub Total	527	603	633	+20%	+30	+5%
<u>EAST NORTH CENTRAL</u>						
Illinois	274	296	282			
Indiana	149	128	152			
Michigan	782	811	730			
Ohio	574	480	579			
Wisconsin	232	138	169			
Sub Total	2,011	1,862	1,912	-5%	+50	+3%
<u>WEST NORTH CENTRAL</u>						
Iowa	90	89	121			
Kansas	49	45	63			
Minnesota	142	176	180			
Missouri	87	92	101			
Nebraska	19	8	20			
South Dakota	12	10	25			
North Dakota	9	33	16			
Sub Total	408	453	526	+29%	+73	+16%

	1981	1982	1983	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
<u>MOUNTAIN</u>						
Arizona	111	115	141			
Colorado	68	106	102			
Idaho	23	41	36			
Montana	8	10	17			
Nevada	43	30	46			
New Mexico	38	36	43			
Utah	30	27	23			
Wyoming	10	9	14			
Sub Total	331	374	422	+27%	+48	+13%
<u>PACIFIC</u>						
Alaska	6	16	15			
Hawaii	0	3	8			
California	863	919	881			
Oregon	137	165	168			
Washington	150	176	179			
Sub Total	1,159	1,279	1,251	+8%	-28	-2%
Unidentified American						
AMERICAN TOTAL	14,509	14,229	13,408	-8%	-821	-6%
FOREIGN						
GRAND TOTAL	45,949	42,431	34,650	-25%	-7,781	-18%

*Newfoundland recreational vehicles are the only vehicles included in the count at North Sydney in order to avoid double counting.

VOLUMES AND ORIGINS

The grand total of non-resident motor vehicles entering Nova Scotia during the 1983 visitor season was 377,715. As shown in the following table (Table 12), this represented a 6% decrease in overall traffic from the same period last year (an absolute decrease of 23,344 autos). Traffic decreased in most provinces of Canada; Newfoundland and Prince Edward Island were exceptions with 13% and 4% increase respectively. A decrease in the number of cars was particularly high from New Brunswick, making up 90% of the Canadian loss.

American traffic increased 6% or 4,084 autos. This increase was seen in all regions of the United States except the Pacific area. In absolute numbers, New England, South Atlantic and Mid-Atlantic showed the largest increases, followed by East North Central and West North Central. The other regions showed marginal increases.

TABLE 12

COMPARISON OF TRAFFIC FROM INDIVIDUAL PROVINCES AND STATES
JUNE-OCTOBER 1983 COMPARED WITH JUNE-OCTOBER 1982 AND 1981

	1981	1982	1983	PERCENT OF TOTAL 1983 TRAFFIC	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
CANADA							
ATLANTIC							
Newfoundland*	9,460	11,363	12,845	3.4	+36%	+1,482	+13%
P.E.I.	22,178	22,515	23,418	6.2	+6%	+903	+4%
New Brunswick**	200,104	207,117	182,423	49.3	-9%	-24,694	-12%
Sub Total	231,742	240,995	218,686	57.9	-6%	-22,309	-9%
CENTRAL CANADA							
Quebec	19,556	18,888	15,747	4.1	-20%	-3,141	-17%
Ontario	60,343	56,978	52,761	14.0	-13%	-4,217	-7%
Sub Total	79,899	75,866	68,508	18.1	-14%	-7,358	-10%
WESTERN CANADA							
Manitoba	1,424	1,559	1,208	.3	-15%	-351	-23%
Saskatchewan	793	804	723	.2	-9%	-81	-10%
Alberta	4,007	4,886	4,363	1.2	+9%	-523	-11%
British Columbia	3,312	2,637	2,072	.5	-37%	-565	-21%
Sub Total	9,536	9,886	8,366	2.2	-12%	-1,520	-15%
Unidentified Canada	7,125	5,634	9,286	2.5	+30%	+3,652	+65%
CANADIAN TOTAL	328,302	332,381	304,846	80.7	-7%	-27,535	-8%

	1981	1982	1983	PERCENT OF TOTAL 1983 TRAFFIC	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
UNITED STATES							
NEW ENGLAND							
Maine	4,803	5,161	5,488		+14%	+327	+6%
New Hampshire	3,233	2,703	3,073		-6%	+370	+14%
Massachusetts	15,622	14,844	15,008		-4%	+164	+1%
Rhode Island	1,090	1,106	1,067		-2%	-39	-4%
Vermont	1,109	950	1,083		-2%	+133	+14%
Connecticut	3,813	3,414	3,513		-8%	+99	+3%
Sub Total	29,670	28,178	29,232	7.7	-1%	+1,054	+4%
MID ATLANTIC							
New York	8,692	8,551	8,121		-7%	-430	-5%
New Jersey	4,567	4,071	4,370		-4%	+299	+7%
Pennsylvania	4,272	3,508	4,395		+3%	+887	+25%
Sub Total	17,531	16,130	16,886	4.5	-4%	+756	+5%
SOUTH ATLANTIC							
Maryland	1,914	1,882	1,885		-2%	+3	0%
West Virginia	162	197	229		+41%	+32	+16%
District of Columbia	63	57	55		-13%	-2	-4%
Delaware	333	331	387		+16%	+56	+17%
Virginia	1,757	1,700	1,800		+4%	+130	+8%
North Carolina	817	730	898		+10%	+168	+23%
South Carolina	340	315	364		+7%	+49	+16%
Alabama	292	216	270		-8%	+54	+25%
Georgia	430	543	605		+41%	+62	+11%
Mississippi	83	75	72		-13%	-3	-4%
Florida	3,306	3,404	3,699		+12%	+295	+8%
Sub Total	9,497	9,450	10,294	2.7	+8%	+844	+9%

	1981	1982	1983	PERCENT OF TOTAL 1983 TRAFFIC	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
<u>SOUTH CENTRAL</u>							
Tennessee	325	313	334		+3%	+21	+7%
Kentucky	169	232	186		+10%	-46	-20%
Louisiana	145	235	197		+35%	-38	-16%
Oklahoma	100	101	124		+24%	+23	+23%
Texas	686	789	824		+20%	+35	+4%
Arkansas	81	97	118		46%	+21	+22%
Sub Total	1,506	1,767	1,783	.5	+18%	+16	+1%
<u>EAST NORTH CENTRAL</u>							
Illinois	1,425	1,234	1,347		-6%	+113	+9%
Indiana	638	491	673		+5%	+182	+37%
Michigan	2,428	2,460	2,285		-6%	-175	-7%
Ohio	2,038	1,798	2,136		+5%	+338	+19%
Wisconsin	696	579	590		-15%	+11	+2%
Sub Total	7,225	6,562	7,031	1.9	-3%	+469	+7%
<u>WEST NORTH CENTRAL</u>							
Iowa	263	311	376		+43%	+65	+21%
Kansas	155	167	204		+32%	+37	+22%
Minnesota	431	564	607		+41%	+43	+8%
Missouri	384	367	370		-4%	+3	+1%
Nebraska	100	77	79		-21%	+2	+3%
South Dakota	29	36	59		+103%	+23	+64%
North Dakota	36	48	36		0%	-12	-25%
Sub Total	1,398	1,570	1,731	.4	+36%	+161	+10%

	1981	1982	1983	PERCENT OF TOTAL 1983 TRAFFIC	81/83 PERCENT CHANGE	82/83 ABSOLUTE CHANGE	82/83 PERCENT CHANGE
<u>MOUNTAIN</u>							
Arizona	217	266	285		+31%	+19	+7%
Colorado	201	233	238		+18%	+5	+2%
Idaho	91	151	121		+33%	-30	-20%
Montana	31	29	35		+13%	+6	+21%
Nevada	101	90	111		+10%	+21	+23%
New Mexico	64	95	81		+28%	-14	-15%
Utah	62	66	73		+18%	+7	+11%
Wyoming	28	39	35		+25%	-4	-10%
Sub Total	795	969	979	.3	+23%	+10	+1%
<u>PACIFIC</u>							
Alaska	14	32	38		+171%	+6	+19%
Hawaii	4	6	23		+475%	+17	+283%
California	1,668	1,717	1,620		-3%	-97	-6%
Oregon	331	342	345		+5%	+3	+1%
Washington	410	460	457		+11%	-3	0%
Sub Total	2,427	2,557	2,483	.7	+2%	-74	-3%
Unidentified American	1,995	1,465	2,316	.6	+16%	+851	+58%
AMERICAN TOTAL	72,044	68,648	72,735	19.3	+1%	+4,084	+6%
FOREIGN	26	29	134		+415%	+103	+332%
GRAND TOTAL	400,372	401,059	377,715	100.0%	-6%	-23,344	-6%

*Newfoundland cars are the only vehicles included in the count at North Sydney.
in order to avoid double counting.

**Canadian Totals reduced by 25% of New Brunswick.

TABLE 13ORIGIN OF MOTOR VEHICLE ENTRIESTO NOVA SCOTIA - 1983PERCENT OF TOTAL MOTOR VEHICLES

	<u>ABSOLUTE NUMBER</u>	<u>PERCENT</u>
Canadian	304,846	80.7%
American	72,735	19.3%
Foreign	134	--
Total	377,715	100.0%

PERCENT OF CANADIAN MOTOR VEHICLES

New Brunswick	182,423	59.9%
Ontario	52,761	17.3%
Prince Edward Island	23,418	7.7%
Quebec	15,747	5.2%
Newfoundland	12,845	4.2%
Unidentified	9,286	3.0%
Alberta	4,363	1.4%
British Columbia	2,072	.7%
Manitoba	1,208	.4%
Saskatchewan	723	.2%
Total	304,846	100.0%

PERCENT OF AMERICAN VEHICLES

Massachusetts	15,008	20.6%
New York	8,121	11.2%
Maine	5,488	7.5%
Pennsylvania	4,395	6.0%
New Jersey	4,370	6.0%
Florida	3,699	5.1%
Connecticut	3,512	4.8%
New Hampshire	3,073	4.2%
Michigan	2,285	3.1%
Ohio	2,136	2.9%
Maryland	1,885	2.6%
Virginia	1,800	2.5%
California	1,620	2.2%
Illinois	1,347	1.9%
Vermont	1,083	1.5%
Rhode Island	1,067	1.5%
All Others (including unidentified & foreign)	11,845	16.4%
Total	72,735	100.0%

PERCENT OF TOTAL MOTOR VEHICLES

	<u>ABSOLUTE NUMBER</u>	<u>PERCENT</u>
New Brunswick	182,423	48.3%
Ontario	52,761	14.0%
Prince Edward Island	23,418	6.2%
Quebec	15,747	4.1%
Massachusetts	15,008	4.0%
Newfoundland	12,845	3.4%
New York	8,121	2.2%
Maine	5,488	1.5%
Pennsylvania	4,395	1.2%
New Jersey	4,370	1.2%
Alberta	4,363	1.2%
Florida	3,699	1.0%
Connecticut	3,513	.9%
New Hampshire	3,073	.8%
Michigan	2,285	.6%
Ohio	2,136	.5%
British Columbia	2,072	.5%
Maryland	1,885	.5%
Virginia	1,800	.5%
California	1,620	.4%
Illinois	1,347	.4%
Manitoba	1,208	.3%
Vermont	1,083	.3%
Rhode Island	1,067	.3%
Others (including		
Unidentified + Foreign)	21,988	5.7%
Total	377,715	100.0%

TABLE 14

VOLUME OF MOTOR VEHICLE ENTRIES TO NEW SCOTIA BY ORIGIN

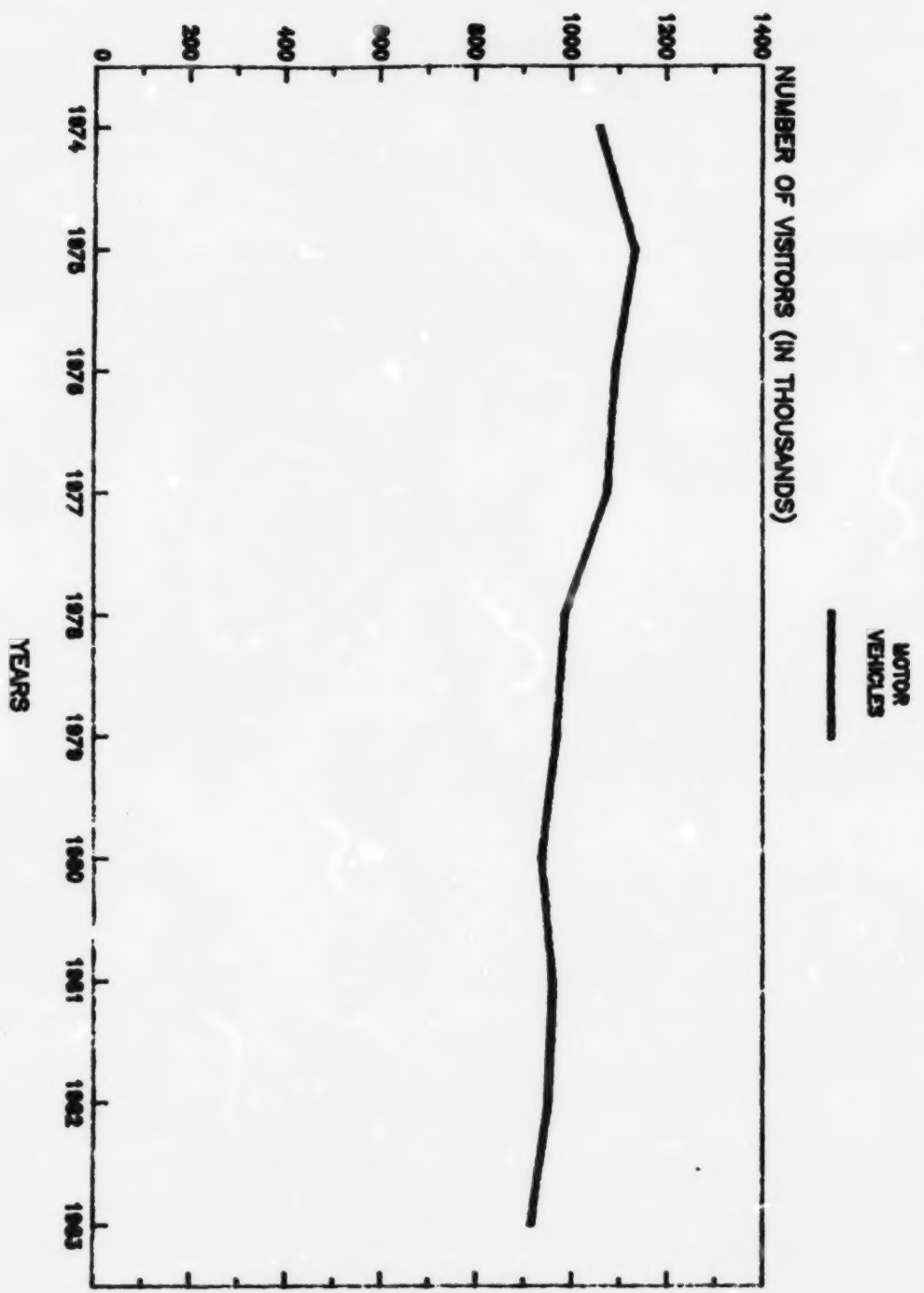
YEAR	NEW ENGLAND	MID ATLANTIC	NORTHEAST CENTRAL	REMAINDER U.S.	WESTERN CANADA	ONTARIO	QUEBEC	NEWFOUNDLAND AND NEW BRUNSWICK P. E. I.
1966	37,366 (13.68)	24,004 (8.78)	9,469 (3.44)	15,187 (5.58)	2,933 (1.18)	43,173 (15.88)	16,257 (5.98)	126,699 (46.08)
1967	28,157 (11.18)	17,585 (7.08)	8,251 (3.38)	10,806 (4.28)	5,179 (2.18)	41,610 (16.58)	13,650 (5.44)	127,247 (50.48)
1968	37,195 (12.68)	24,192 (8.28)	8,703 (2.98)	12,480 (4.28)	3,874 (1.38)	53,710 (18.28)	22,333 (7.68)	132,928 (45.08)
1969	38,168 (12.68)	26,129 (8.68)	9,557 (3.28)	13,463 (4.48)	4,200 (1.48)	53,756 (17.78)	20,787 (6.88)	137,797 (45.38)
1970	45,969 (13.98)	32,481 (9.88)	11,010 (3.38)	16,233 (4.98)	4,598 (1.48)	58,003 (17.58)	22,479 (6.68)	141,095 (42.58)
1971	47,233 (13.58)	31,426 (8.98)	10,776 (3.18)	16,798 (4.88)	5,066 (1.48)	65,045 (18.58)	23,069 (6.68)	151,351 (43.28)
1972	48,942 (12.98)	32,697 (8.78)	12,548 (3.38)	20,375 (5.48)	6,197 (1.88)	70,544 (18.88)	23,386 (6.28)	161,654 (42.98)
1973	48,193 (12.28)	31,729 (7.98)	11,765 (2.98)	18,683 (4.78)	6,763 (1.78)	76,849 (19.38)	26,423 (6.68)	178,362 (44.78)
1974	41,800 (10.98)	26,200 (6.88)	8,500 (2.38)	14,200 (3.78)	6,500 (1.88)	73,547 (20.48)	26,200 (6.98)	184,800 (47.28)
1975	42,600 (10.48)	30,200 (7.38)	9,800 (2.48)	19,000 (4.68)	8,000 (1.98)	77,700 (19.68)	25,900 (6.38)	195,000 (47.78)
1976	37,611 (9.58)	24,215 (6.18)	8,096 (2.18)	16,268 (4.18)	8,063 (2.18)	70,308 (17.98)	24,611 (6.28)	204,647 (52.08)
1977	35,013 (8.38)	22,314 (5.38)	8,571 (2.08)	16,531 (3.98)	8,584 (2.08)	70,950 (16.98)	25,787 (6.38)	223,302 (55.38)
1978	34,093 (9.08)	20,710 (5.18)	7,947 (2.08)	14,405 (4.28)	8,235 (2.08)	67,057 (16.98)	23,205 (5.88)	219,497 (55.18)
1979	27,405 (6.98)	13,622 (3.48)	6,044 (1.58)	10,551 (2.78)	8,636 (2.28)	69,546 (17.68)	24,973 (6.28)	225,428 (56.98)
1980	29,049 (7.58)	16,501 (4.38)	5,974 (1.58)	12,715 (3.38)	8,350 (2.28)	62,287 (16.18)	19,671 (5.18)	221,042 (57.18)
1981	29,670 (8.08)	17,531 (4.08)	7,225 (2.08)	15,623 (4.08)	9,536 (2.08)	60,343 (15.08)	19,556 (5.08)	221,742 (56.08)
1982	28,178 (7.08)	16,130 (4.08)	6,562 (1.68)	17,781 (4.48)	9,886 (2.58)	56,978 (14.28)	18,888 (4.78)	240,995 (60.08)
1983	29,232 (7.78)	16,886 (4.58)	7,031 (1.98)	19,586 (5.28)	8,366 (2.28)	52,761 (14.08)	15,747 (4.18)	218,686 (57.98)

New England: Maine, New Hampshire, Massachusetts, Rhode Island, Vermont, Connecticut
 Mid Atlantic: New York, New Jersey, Pennsylvania
 Northeast Central: Illinois, Indiana, Michigan, Ohio, Wisconsin
 Remainder U.S.: includes unidentified
 Canadian unidentified are excluded.

MODE OF TRANSPORTATION

The motor vehicle remained the most important transportation mode selected by non-resident visitors to Nova Scotia; however, the automobiles share of the tourist market has decreased. In 1976, 87.7% of non-resident visitors entered the Province by car while in 1983 this dropped to 82.3%. Other modes of transportation capitalized on their share of the market; the second most important was air with motorcoach third.

PERSON VOLUME VISITATION TO NOVA SCOTIA
BY MODE OF TRANSPORTATION - 1974-1983



PERSON VOLUME VISITATION TO NOVA SCOTIA
BY MODE OF TRANSPORTATION - 1974-1983

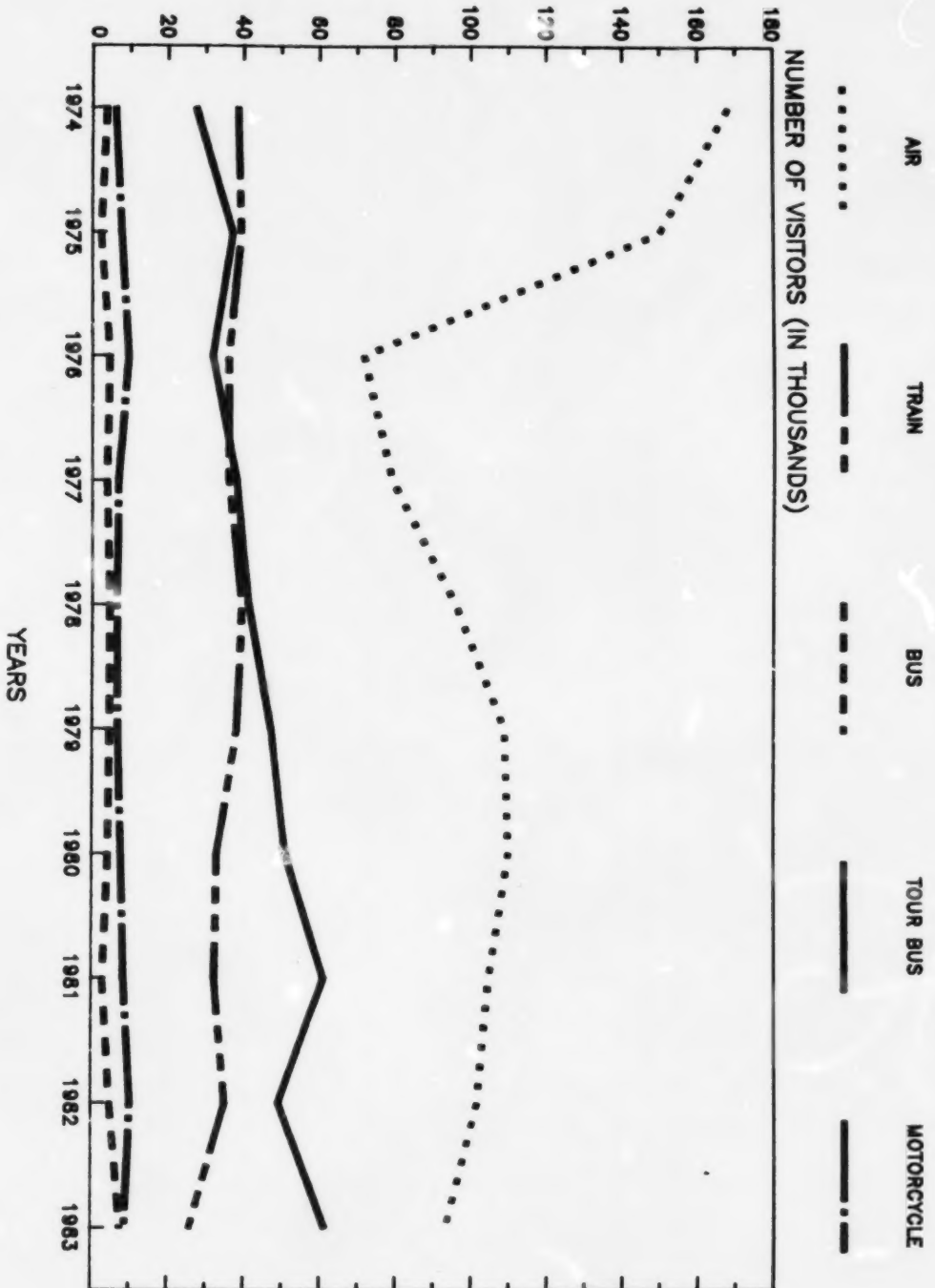


TABLE 15

PERSON VOLUME VISITATION TO NOVA SCOTIA BY MODE OF TRANSPORTATION USED 1967 - 1982 JUNE 1 - OCTOBER 31

MODE	1967	PERCENT OF TOTAL	1968	PERCENT OF TOTAL	1969	PERCENT OF TOTAL	1970	PERCENT OF TOTAL	1971	PERCENT OF TOTAL	1972	PERCENT OF TOTAL
MOTOR VEHICLE	795,900	84.0%	960,500	86.5%	987,750	87.2%	1,080,000	86.3%	1,118,000	86.5%	1,043,700	84.3%
AIR	94,500	10.0%	96,700	8.7%	91,700	8.1%	86,600	7.9%	104,200	8.0%	126,000	10.2%
TRAIN	49,500	5.2%	38,600	3.5%	38,700	3.4%	52,500	4.2%	48,400	3.7%	47,500	3.8%
BUS	3,400	0.4%	2,700	0.2%	2,400	0.2%	2,700	0.2%	3,300	0.3%	3,200	0.3%
TOUR BUS	4,600	0.4%	11,300	1.1%	12,500	1.1%	16,900	1.4%	19,100	1.5%	17,000	1.4%
MOTORCYCLE	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	947,900	100.0%	1,109,800	100.0%	1,133,000	100.0%	1,251,700	100.0%	1,293,000	100.0%	1,237,400	100.0%

MODE	1973	PERCENT OF TOTAL	1974	PERCENT OF TOTAL	1975	PERCENT OF TOTAL	1976	PERCENT OF TOTAL	1977	PERCENT OF TOTAL
MOTOR VEHICLE	1,107,000	84.2%	1,059,600	81.3%	1,135,000	83.0%	1,094,000	87.7%	1,076,000	86.1%
AIR	145,600	11.0%	166,000	12.9%	149,900	11.0%	71,589	5.7%	79,000	6.4%
TRAIN	28,800	2.2%	38,500	2.9%	39,300	.3%	36,000	2.9%	36,000	2.9%
BUS	6,600	0.5%	3,800	0.2%	2,200	0.2%	4,600	.4%	3,800	0.3%
TOUR BUS	23,200	1.8%	27,500	2.2%	37,200	2.0%	31,900	2.5%	38,111	3.1%
MOTORCYCLE	4,300	0.3%	6,100	0.5%	7,700	0.8%	9,500	.8%	6,900	0.5%
TOTAL	1,315,500	100.0	1,303,500	100.0%	1,371,300	100.0%	1,247,989	100.0%	1,239,811	100.0%

MODE	1976	PERCENT OF TOTAL	1979	PERCENT OF TOTAL	1980	PERCENT OF TOTAL	1981	PERCENT OF TOTAL	1982	PERCENT OF TOTAL	1983	PERCENT OF TOTAL	1982-1983 % CHANGE
MOTOR VEHICLE	986,300	84.0%	969,600	82.5%	939,300	82.0%	962,736	82.1%	952,460	82.6%	916,393	82.3%	(-4%)
AIR	96,000	8.2%	109,000	9.3%	110,000	9.6%	104,780 ¹	9.0%	101,745 ¹	8.9%	93,244	8.4%	(-8%)
TRAIN	39,500	3.4%	38,200	3.2%	33,000	2.9%	32,300	2.8%	35,050	3.0%	25,789	2.3%	(-26%)
BUS	4,600	0.4%	4,600	0.4%	4,200	.4%	2,772 ²	.2%	4,766	.4%	7,622	.7%	(+60%)
TOUR BUS	41,266	3.5%	47,341	4.0%	51,027	4.5%	61,107	5.2%	49,316	4.3%	61,355	5.5%	(+24%)
MOTORCYCLE	6,500	0.5%	6,700	0.6%	7,600	0.6%	8,416	.7%	10,244	.8%	8,781	.6%	(-14%)
TOTAL	1,174,166	100.0%	1,175,441	100.0%	1,145,127	100.00	1,172,116	100.0%	1,153,581	100.0%	1,113,184	100.0%	(-4%)

NOTE:
Auto:

Average party size 1983 - same as 1980
 Average party size 1982 - Canada 2.38, American 2.35, and Foreign 2.43
 Average party size 1981 - Canada 2.41, American 2.38 and Foreign 2.43
 Average party size 1977 - 1979 Canada 2.52 American 2.50.
 Average party size 1980 - Canada 2.43, American 2.41
 Average party size (1972 - 1976 inclusive) - Canada 2.8 people/party, American 2.69 people/party, Foreign 2.64 people/party.
 Average party size (1966 - 1972 inclusive) - Canada 3.28 people/party, American 3.07 people/party.

Tour Bus:

Average party size 1983 - 38.7/people/bus
 Average party size (1982) 39.9/people/tour bus
 Average party size (1981) 38.7/people/tour bus

Air:

¹ 1976 - 83 Passengers reduced by 65% to account for resident travellers. 1969 - 75 - reduced by 40%. 1967 - 68 - reduced by 20%.
² CP Air statistics were not available.

Train:

Passengers reduced by 35% for resident travel. 1980 figures were revised.

² *The substantial reduction in number of passengers was due to the series of strikes in three motorcoach companies from Ontario and Quebec which was reflected in the business in New Brunswick and accordingly, Nova Scotia.

Fly Bus Tours - See Table 18 a & b

TABLE 16
NON-RESIDENT MOTOR VEHICLES ENTERING NOVA SCOTIA SINCE 1922
 (June 1 to September 30)

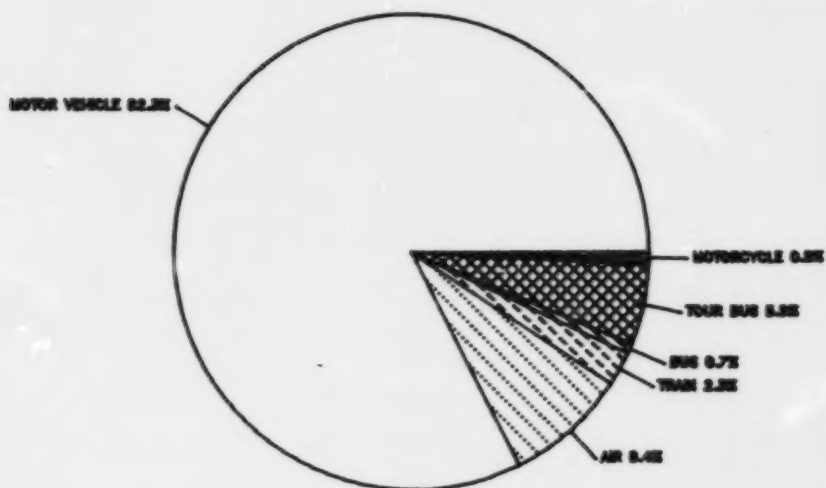
<u>YEAR</u>	<u>NUMBER OF MOTOR VEHICLES</u>	<u>YEAR</u>	<u>NUMBER OF MOTOR VEHICLES</u>
1922	2,000	1950	59,600
1923	3,900	1951	64,100
1924	9,800	1952	77,300
1925	12,000	1953	97,100
1926	13,100	1954	92,000
1927	20,900	1955	108,600
1928	23,200	1956	102,600
1929	25,300	1957	150,000
1930	31,500	1958	151,600
1931	33,900	1959	178,500
1932	39,700	1960	165,000
1933	26,500	1961	177,000
1934	33,100	1962	178,000
1935	41,200	1963	182,000
1936	53,400	1964	197,000
1937	54,500	1965	217,000
1938	54,700	1966	240,000
1939	54,100	1967	222,400
1940	49,600	1968	263,600
1941	50,800	1969	271,000
1942	No records kept	1970	306,200
1943	No records kept	1971	311,400
1944	No records kept	1972	337,400
1945	No records kept	1973	355,500
1946	37,800	1974	341,300
1947	45,300	1975	362,900
1948	50,200	1976	347,300
1949	58,200	1977	366,200
		1978	350,000
		1979	347,800
		1980	338,667
		1981	350,934
		1982	349,181
		1983	327,998

EXPENDITURE PATTERNS

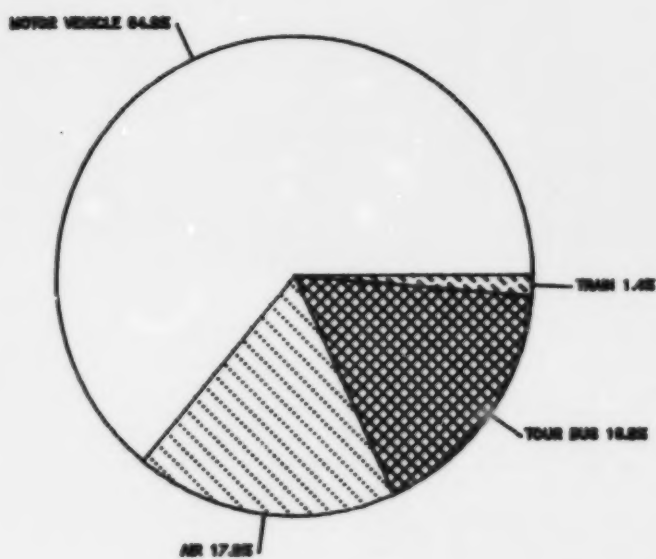
Total direct expenditure in Nova Scotia during the 1983 season by non-residents was estimated at \$183,826,400. The three largest contributors were those visitors travelling by motor vehicle, air and tour bus; each representing expenditures of \$117,166,300, \$32,503,000 and \$30,791,000, respectively. The overall expenditure in current dollars by motor vehicle visitors decreased by \$20,707,300 over 1982. American travellers increased their expenditures by \$5,948,800 over 1982, but the Canadian travellers decreased by \$26,688,900 over 1982.

These expenditures represented only those of non-residents during the visitor season. Expenditures during the off-season are currently not available.

PERSON VOLUME VISITATION TO NOVA SCOTIA
BY MODE OF TRANSPORTATION - 1983



TOTAL VISITOR EXPENDITURE
BY MODE OF TRANSPORTATION - 1983



Bus visitors not included due to small percentage share

TOTAL VISITOR EXPENDITURE
BY MODE OF TRANSPORTATION 1977-1983

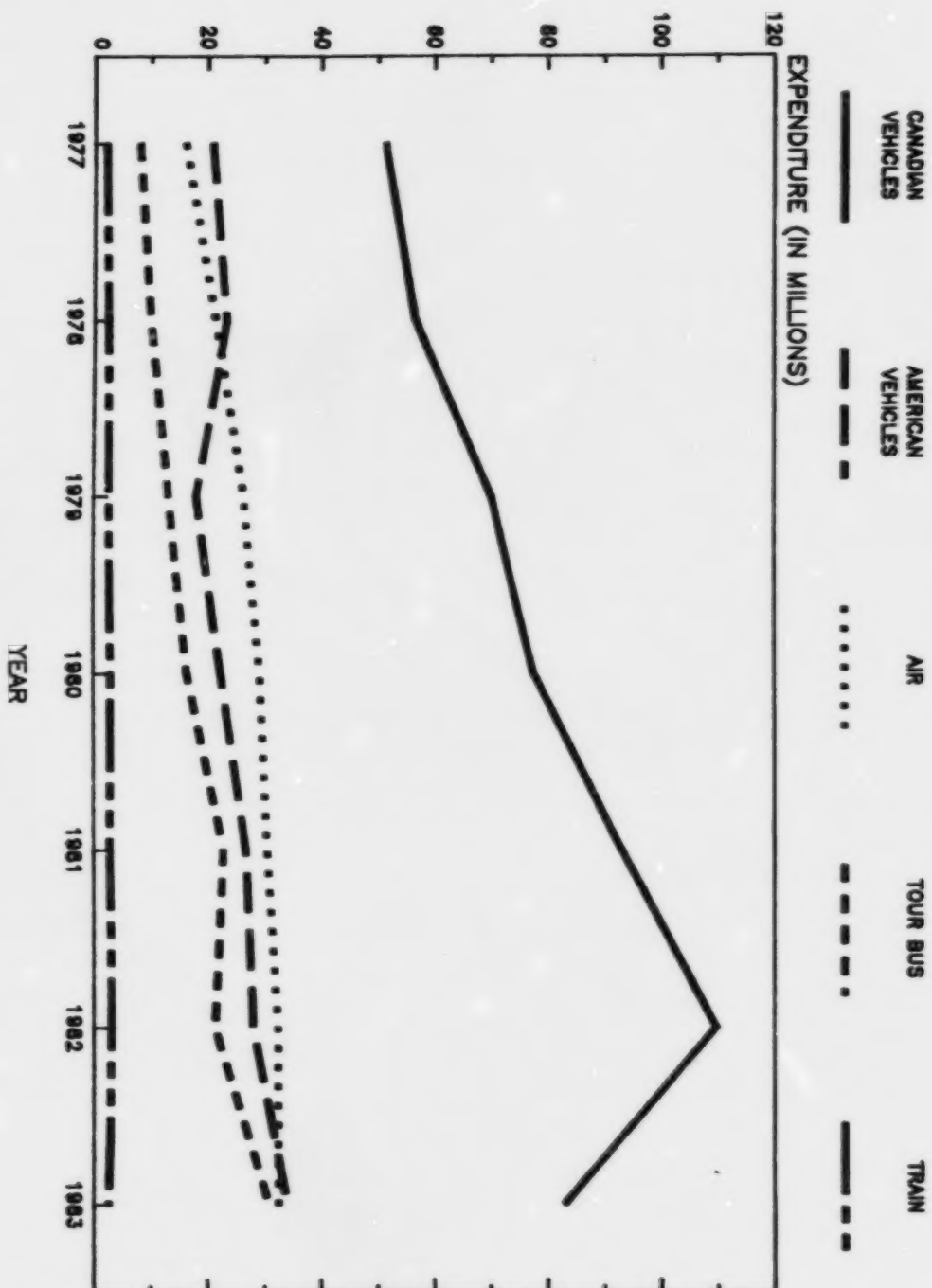


TABLE 17
TOTAL VISITOR EXPENDITURE¹
(June 1 - October 31)

TYPE	1977	1978	1979	1980	1981	1982	1983	Percent of Total Expenditures	Percent Change 82/83
Canadian Motor Vehicle Visitors	\$51,319,000	\$ 56,603,000	\$ 70,153,000	\$ 77,616,000	\$ 92,979,000	\$109,735,000	\$ 83,046,100	45%	- 24%
American Motor Vehicle Visitors	20,835,000	23,332,000	18,100,000	22,432,000	26,810,000	28,127,500	34,076,300	19%	+ 21%
Other Visitors	10,000	19,000	2,000	3,000	8,000	11,000	43,900	--	+297%
Air Visitors	16,072,000	21,364,000	26,335,000	29,293,000	30,323,500	32,422,000	32,303,000	18%	0%
Tour Bus Visitors	7,932,000	9,946,000	13,212,400	16,491,400	22,869,300	21,372,600	30,791,000	17%	+ 44%
Train Visitors	2,035,000	2,435,000	2,665,000	3,038,000	2,843,000	3,208,800	2,598,200	1%	(- 19%)
Bus Visitors	217,000	287,000	307,000	300,000	369,700	436,300	767,900	--	(+ 76%)
TOTAL	\$98,460,000	\$113,986,000	\$130,974,400	\$149,173,400	\$176,402,300	\$195,313,200	\$183,826,400	100%	(- 6%)

(1) Current dollar estimate

SOURCES: New Traveler Survey System, Pilot Project - preliminary results 1983

Nova Scotia Motorcoach Survey 1981

Nova Scotia Auto Exit Survey 1977, 1980

Nova Scotia Air Exit Survey 1978

NOTE:

1977 - 1980 Motorcoach expenditures were recalculated, based on Motorcoach Survey, 1981. All expenditures were also recalculated based on annual growth rates. Train and bus expenditures remained the same, calculated from CPI figures.

* See Table 16 a & b

FLY/MOTORCOACH MARKET

Over the past few years, the fly/motorcoach market has become increasingly important both for tourism and private industry. This market involves non-residents flying into Nova Scotia and touring the province in chartered motorcoaches. In 1983, these visitors as motorcoach patrons contributed \$4,991,400 to the province.

TABLE 18aFly/Motorcoach Market 1980/82/83*

	<u>1980</u>	<u>1982</u>	<u>1983</u>	<u>% Change 1982/83</u>
No. of motorcoaches chartered	150	196	257	+31%
No. of people	5,628	7,820	9,946	+27%
Expenditures	\$1,818,900	\$3,389,000	\$4,991,400	+47%

*N.B. Since these people arrive by plane, they have been already counted in the person volume air visitors. As well, they are included in the air expenditures tables (see Table 17). Excluded are those motorcoach patrons coming into Nova Scotia by charter flights.

TABLE 18bTotal Visitor Expenditures

	<u>1980</u>	<u>1982</u>	<u>1983</u>	<u>% Change 1982/83</u>
Air Visitors	\$27,794,300	\$29,930,000	29,036,000	-3%
Motorcoach Visitors	\$18,310,300	\$24,761,600	35,782,400	+45%

Therefore when the non-resident travellers on fly/bus are incorporated as motorcoach patrons, and taken out of air visitors, total motorcoach expenditures increased considerably (from \$30,791,000, Table 17). The air visitor expenditures would decrease 3% (exclusive of the charter flight passengers, Table 22b).

NOVA SCOTIA RESIDENT TRAVEL TALLY

Table 19 outlines returning Nova Scotian motor vehicles by entry point and month. Although these figures did not take into account commuters to New Brunswick via Amherst and Tidnish, less Nova Scotians travelled back home in 1983 compared to 1982.

TABLE 19

NOVA SCOTIA MOTOR VEHICLES RETURNING TO NOVA SCOTIA - BY MONTH 1982/1983

	PESEBART		TUNEDISH		CAVENDISH		EDGEMO		NORTH SYDNEY		YARMOUTH		TOTAL	
MONTH	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983 Change
JUNE	37,248	36,244	5,282	5,029	2,661	2,861	429	619	449	821	146	197	46,215	45,711 -18
JULY	48,609	51,519	8,971	7,887	6,798	6,608	930	1,053	1,706	1,577	194	475	67,208	69,119 +28
AUGUST	55,458	52,377	8,464	6,996	7,833	6,295	1,099	1,241	1,851	1,743	243	539	74,948	69,191 -68
SEPTEMBER	44,251	43,083	4,886	4,267	2,764	3,105	738	903	854	837	217	378	53,710	52,573 -28
OCTOBER	40,805	40,646	3,991	3,442	1,929	2,194	520	645	532	466	182	296	47,959	47,689 -18
TOTAL	226,371	223,869	31,594	27,621	21,985	21,063	3,716	4,461	5,392	5,444	982	1,685	290,040	284,343 -28

TABLE 20
1983 NOVA SCOTIA TRAVEL INDICATORS - GENERAL
(Including the percentage change from 1982)
(IN 000'S)

INDICATOR	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	YEARLY TOTAL
U.S. Vehicles Entering N.S.	--	--	--	--	--	9.02 (+14%)	23.09 (+6%)	21.95 (-1%)	13.47 (+11%)	5.21 (+16%)	--	--	72.74 (+6%)
Canadian Vehicles Entering N.S.	--	--	--	--	--	51.52 (-6%)	65.14 (-9%)	71.71 (-10%)	51.98 (-6%)	44.50 (-6%)	--	--	304.85 (-6%)
Air Passengers To N.S. (1)	33.00 (-20%)	27.72 (-26%)	41.16 (-14%)	39.82 (-6%)	47.98 (-1%)	50.77 (-6%)	60.70 (-10%)	59.18 (-13%)	50.30 (-2%)	45.46 (-7%)	45.36 (+33%)	45.68 (+16%)	547.15 (-6%)
Air Passengers Within N.S.	4.20 (-34%)	3.81 (-27%)	4.17 (-33%)	3.60 (-37%)	4.34 (-22%)	4.27 (-26%)	4.24 (-20%)	4.70 (-13%)	4.8 (+4%)	4.7 (-4%)	5.0 (+11%)	4.92 (0%)	52.75 (-19%)
Accommodation Guest Days (2)	111.2 (-6%)	126.8 (-4%)	158.1 (0%)	146.9 (+4%)	176.1 (+4%)	253.9 (+5%)	463.3 (0%)	455.0 (0%)	357.0 (+7%)	210.6 (+13%)	143.7 (+14%)	98.6 (+13%)	2,721.2 (+3%)
Gasoline Sales (In Liters)	72,446.1 (-10%)	71,762.5 (-10%)	83,061.7 (-3%)	76,302.6 (-11%)	88,022.4 (-1%)	93,735.8 (0%)	96,708.1 (-7%)	105,203.5 (+1%)	92,170.8 (-3%)	86,189.2 (+1%)	87,809.1 (0%)	87,823.5 (-2%)	1,041,236.5 (-3%)
Restaurant Sales In N.S. (Current \$) (3)	18,273.8 (+14%)	18,372.5 (+11%)	21,388.7 (+13%)	21,307.5 (+1%)	21,855.5 (+1%)	23,603.5 (+3%)	27,638.8 (+3%)	27,388.8 (+3%)	25,375.2 (+10%)	24,520.0 (+9%)	20,587.7 (-)	20,700.9 (-)	271,014.9 (+6%)
Passport Sales N.S. (not in 000's)	805 (+39%)	891 (+4%)	1,072 (+4%)	802 (+9%)	880 (+41%)	868 (+16%)	744 (+28%)	776 (+46%)	698 (+44%)	519 (+21%)	524 (+18%)	535 (+12%)	9,114 (+21%)

- (1) Eastern Provincial Airways has not been operating on a regular schedule of the last part of 1983 due to labour disputes.
- (2) Accommodation Guest Days may be low due to delinquent occupancy returns.
- (3) Restaurant sales for November and December were not available at printing; therefore, 1982 figures were used for yearly total.

1983 NOVA SCOTIA TRAVEL INDICATORS - ATTENDANCE NATIONAL PARKS
(In 000's)

INDICATOR	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	YEARLY TOTAL
Cape Breton Highlands	--	--	--	--	87.63 (-15%)	128.03 (-5%)	228.29 (-7%)	206.01 (-5%)	106.49 (0%)	64.57 (-18%)	--	--	821.29 (-8%)
Kojimaulik Park	2.56 (-27%)	3.76 (-7%)	4.85 (+4%)	8.68 (+50%)	17.15 (-1%)	25.10 (+11%)	56.46 (+15%)	47.92 (-2%)	21.11 (+6%)	11.33 (+6%)	4.64 (-1%)	3.51 (+21%)	207.07 (+15%)
A. G. Bell Museum	3.23 (+5%)	3.21 (-6%)	3.95 (-18%)	5.33 (-18%)	9.0 (-11%)	20.14 (-5%)	62.90 (+1%)	58.14 (-7%)	31.28 (-4%)	14.74 (+5%)	7.35 (+10%)	3.89 (+25%)	223.16 (-2%)
Fort Anne Museum	--	--	--	1.19 (+6%)	5.43 (+17%)	12.57 (+18%)	26.16 (-8%)	25.94 (-1%)	13.80 (+5%)	5.57 (+22%)	4.78 (+6%)	.23	95.69 (+5%)
Fortress Louisbourg	--	--	--	--	--	26.24 (-6%)	76.12 (-2%)	59.16 (-15%)	31.37 (-11%)	--	--	--	190.89 (-8%)
Grand Pre Park	--	--	--	-.86 (+61%)	14.08 (-22%)	15.08 (+1%)	32.59 (-2%)	35.31 (-5%)	20.90 (0%)	8.67 (+27%)	.24 (-41%)	--	127.73 (-1%)
Hallifax Citadel	7.46 (+54%)	6.63 (-9%)	13.58 (-13%)	17.99 (0%)	32.09 (-5%)	56.88 (0%)	135.77 (-4%)	125.97 (-4%)	63.79 (-18%)	30.13 (-5%)	10.97 (-18%)	6.57 (-4%)	505.85 (-4%)
Port Royal	--	--	--	--	2.71 (+12%)	9.12 (+13%)	22.22 (-4%)	20.78 (-18%)	11.54 (0%)	4.26 (+12%)	--	--	70.63 (-5%)
Prince of Wales Tower	--	--	--	--	--	3.16 (+5%)	6.12 (-17%)	4.59 (-30%)	1.43 (+2%)	--	--	--	15.30 (-17%)
York Redoubt	--	--	--	--	--	8.16 (-5%)	15.67 (+18%)	13.35 (-4%)	4.81 (-11%)	--	--	--	41.99 (+1%)

ATTENDANCE - HISTORIC BUILDINGS (in 000's)

INDICATOR	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	YEARLY TOTAL
Poss Park	--	--	--	--	1.71 (-198)	6.66 (-38)	8.93 (+328)	6.91 (-98)	3.46 (-18)	2.19 (-88)	--	--	29.86 (+28)
Shawbrooke Village	--	--	--	--	1.63 (+196)	6.14 (+44)	13.66 (-68)	13.35 (-158)	7.90 (+18)	2.54 (+128)	--	--	45.22 (-68)

1983 NOVA SCOTIA TRAVEL INDICATORS - FERRY PASSENGERS

(In 000's)

Both Directions

INDICATOR	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	YEARLY TOTAL
Nova Scotia to New England	.71 (+428)	.59 (-28)	1.11 (+398)	1.37 (+718)	14.33 (+598)	29.83 (+338)	70.09 (+328)	76.32 (+298)	47.88 (+18)	22.98 (+408)	1.60 (+108)	1.56 (+258)	268.37 (+278)
Nova Scotia to Newfoundland	7.17 (+58)	5.54 (+268)	9.33 (+588)	11.53 (+68)	15.78 (+48)	33.04 (+218)	90.62 (+218)	78.51 (+178)	31.75 (+258)	15.53 (08)	8.85 (-48)	9.17 (-28)	316.82 (+178)
Nova Scotia/New Brunswick to P. E. I.	53.90 (+258)	58.00 (+198)	94.93 (+288)	89.94 (-48)	122.81 (-28)	179.63 (+38)	500.14 (+38)	433.65 (-48)	213.40 (+88)	143.40 (+108)	95.72 (+118)	76.51 (+108)	2,062.03 (+48)
Digby, N.S. to Saint John, NB	5.99 (+118)	5.90 (+138)	9.43 (+108)	10.59 (+58)	13.55 (+18)	22.14 (+78)	53.84 (+28)	50.63 (-18)	32.24 (+198)	18.90 (+118)	9.18 (+158)	9.23 (+48)	241.62 (+48)

TABLE 21
1983 ENQUIRIES AND CHECK INNS INFORMATION
(Including the percentage change from 1982)
PORTLAND ENQUIRIES

INDICATOR	January	February	March	April	May	June	July	August	September	October	November	December	Yearly Total
Letters for Information	766 (+1158)	1,109 (+1208)	2,043 (+328)	7,117 (+1358)	5,395 (+1998)	2,182 (+388)	843 (+178)	569 (+238)	305 (+208)	161 (-108)	152 (-38)	97 (-268)	20,739 (+928)
Visitors To the Office	43 (+348)	53 (-358)	156 (+118)	243 (+378)	255 (-418)	524 (-298)	894 (-208)	962 (-258)	325 (-48)	124 (-218)	39 (-348)	27 (-408)	3,635 (-218)
Non-Scotia Kites Mailed Out	163 (-588)	173 (+58)	154 (+1918)	9,172 (+1558)	9,047 (-348)	22,011 (+2458)	3,766 (-658)	4,326 (-268)	934 (-358)	406 (+98)	288 (-28)	253 (-328)	50,693 (+168)
Local Telephone Calls	22 (-128)	31 (08)	57 (+168)	67 (+568)	85 (+278)	87 (+558)	93 (+218)	91 (+78)	61 (+618)	39 (+58)	29 (+818)	18 (08)	680 (+258)
Watts Telephone	540 (+208)	870 (+208)	2,694 (+408)	5,599 (+468)	8,611 (+408)	6,006 (+48)	2,964 (-278)	3,056 (-228)	516 (-438)	232 (-48)	133 (+108)	156 (+338)	31,397 (+88)
State Watts	15 (-178)	18 (+138)	74 (+488)	160 (+1258)	211 (+608)	171 (-148)	129 (-258)	151 (+198)	32 (-98)	13 (+3338)	3	2	979 (+178)
Total Reservations Made	15 (2508)	56 (-378)	135 (+1318)	521 (+108)	1,384 (-78)	2,511 (+118)	2,992 (-118)	1,853 (+298)	555 (+4858)	76 (+3568)	41 (08)	13 (+108)	10,152 (+108)

RED STORE
ENQUIRIES

	January	February	March	April	May	June	July	August	September	October	November	December	Yearly Total
Visitors	686 (+126%)	523 (+14%)	735 (-1%)	1,194 (-6%)	1,624 (-45%)	10,236 (0%)	26,574 (-14%)	25,954 (-11%)	11,830 (+6%)	3,251 (-6%)	1,413 (+73%)	541 (+64%)	64,561 (-6%)
Phone Calls	300 (-2%)	1,044 (+32%)	1,094 (+16%)	1,457 (-5%)	2,162 (-8%)	3,372 (0%)	4,373 (-17%)	4,537 (-12%)	2,467 (+21%)	1,481 (+11%)	957 (+14%)	524 (-3%)	24,268 (-3%)
Letters	1,963 (0%)	2,878 (+1%)	4,558 (+12%)	7,987 (-42%)	9,688 (-33%)	3,667 (-35%)	2,455 (-87%)	2,744 (-5%)	1,244 (-20%)	1,293 (-20%)	987 (-26%)	734 (-5%)	40,198 (-43%)
CHECK INGS MAITS LINES HALF AX *													
Maritimes	502 (-43%)	793 (-26%)	1,294 (+6%)	1,115 (-7%)	2,061 (+10%)	3,837 (+17%)	9,913 (+9%)	10,077 (+24%)	4,893 (+4%)	2,271 (+56%)	674 (+29%)	570 (+87%)	38,070 (+13%)
Ontario	361 (-13%)	564 (+57%)	766 (-32%)	1,135 (-39%)	2,183 (-23%)	2,267 (+11%)	1,829 (-14%)	1,334 (-22%)	970 (-11%)	440 (+36%)	332 (+44%)	204 (+16%)	12,385 (-1%)
Quebec/ Newfoundland	134 (-32%)	159 (-6%)	296 (+11%)	510 (+7%)	797 (0%)	941 (+7%)	813 (-20%)	595 (-19%)	440 (+30%)	173 (+9%)	128 (+44%)	94 (+40%)	5,080 (-2%)
Western Provinces	188 (+67%)	356 (+107%)	482 (+60%)	1,047 (+1%)	1,101 (-22%)	925 (+2%)	687 (-29%)	598 (-13%)	498 (+16%)	138 (-13%)	126 (+94%)	70 (-4%)	6,216 (-2%)
Total	1,265 (-26%)	1,872 (+5%)	2,828 (-3%)	3,807 (-17%)	6,142 (-11%)	7,970 (+12%)	13,242 (0%)	12,604 (+12%)	6,801 (+4%)	3,022 (+45%)	1,260 (+39%)	936 (+51%)	61,751 (+4%)

CRUISE SHIPS AND CHARTER FLIGHTS INTO HALIFAX

Statistics showing the actual number of cruise ships into Halifax has decreased from 1982, but the average number of passengers per ship has increased.

With the addition of charter flight passengers to the regular flight statistics, the total number increased as well as the total expenditures.

TABLE 22a)
Cruise Ship Arrivals In Halifax

	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Number of Ships	6	23	16	12
Average Number of Passengers	483	596	738	771
Average Length of Stay	-	-	7.9 hrs.	7.4 hrs.

N.B. Different ships have different passenger capacities; therefore, the average could fluctuate because of this difference.

TABLE 22b)

Charter Flights Into Halifax
1983 (Passengers)

In 1983, Ward Air flew into Halifax on a regular basis once-a-week during the summer and fall tourism period. There was a total of 10,000 passengers brought into Nova Scotia.

Regular Air Visitors		Charter Visitors		Total Air Visitors
93,244	+	10,000	=	103,244

This will increase the total air visitors to Nova Scotia by 1% compared to 1982.

Regular Air Visitor Expenditure		Charter Visitor Expenditure		Total Air Expenditure
\$32,503,000	+	\$4,522,200	=	\$37,025,200

The air expenditure increases by 14% compared to 1982.

N.B. There were no charter flights into Nova Scotia on a regular basis in 1982.

The expenditure patterns differ for the regular air visitor and the charter passenger. The 1983 regular air visitor spends \$348.58⁽¹⁾ and the charter visitor spends \$452.22⁽²⁾ per trip.

(1) Air Exit Survey 1978 - CPI growth rates applied

(2) Ward Air Survey 1983

APPENDIX A
METHODOLOGY FOR NOVA SCOTIA TALLY OF MOTOR VEHICLES

Each year, the Department of Tourism records the number of motor vehicles that enter Nova Scotia during the official tourist season (June 1st to October 31st). By means of a visual check at each Nova Scotia entry point which includes Caribou, Digby, Fort Lawrence (Amherst), North Sydney, Tidnish and Yarmouth, out-of-province vehicles are counted and recorded by Province or State of origin. Nova Scotia's favourable geographic location enables such a count to be kept since there are only six possible entry points. Four of these six entry points are ferry terminals.

All entry points except Tidnish are covered by a twenty-four hour count. At Tidnish, automobiles are counted sixteen hours a day; from 6:00 a.m. until 10:00 p.m.

Several important precautions are taken to ensure an accurate tally. The Fort Lawrence entry point accounts for the largest share on non-resident motor vehicles entering Nova Scotia during the tourist season. Consequently, enumerators work in four-hour shifts and are never allowed to work two consecutive shifts. Vehicles entering Nova Scotia are counted at the New Brunswick/Nova Scotia border locations at Fort Lawrence and Tidnish, and as they disembark from their ferries at the remaining entry points.

One problem lies with New Brunswick traffic which accounts for a large percentage of the visitor entries at the Amherst entry point. A significant portion of the New Brunswick traffic has always consisted of commuter traffic - people who work in or around Amherst or simply come over to Nova Scotia for shopping or business reasons every working day. This same problem exists at Tidnish entry point which also has a high volume of New Brunswick traffic.

Not until 1958, when a reduction factor of 50% was used, was any account taken of the New Brunswick "commuter" at Fort Lawrence. In 1959, when the visitor traffic count was expanded to a twenty-four hour count, the same reduction factor of 50% of New Brunswick motor vehicle traffic was used to arrive at a more realistic tourist count. From 1960 to 1966, as a result of a survey carried out in 1960, a reduction factor of 30% of New Brunswick traffic has been used. As a result of the auto exit surveys carried out since 1966, it has determined that a reduction factor of 25% of New Brunswick traffic should be used.

The problem at Tidnish was of the same nature. Until 1964, only a periodic sample of days was taken to estimate the volume of tourist traffic at this point. In 1964, a twenty-four hour count, similar to the one at Amherst, was instituted in order to arrive at a more accurate figure. It was not until 1966, however, that a count was taken of

the New Brunswick "commuter" traffic. A nominal reduction factor of 15% of New Brunswick traffic was applied in 1966. As a result of the auto exit surveys, this reduction factor is now established at 25% of New Brunswick traffic.

Another problem encountered in arriving at a reliable count of "visitor entries" occurs with motor vehicles of Newfoundland origin. At the North Sydney entry point, only Newfoundland motor vehicles are counted since all other motor vehicles must have been counted previously at some other point of entry. Similarly, Newfoundland vehicles are not counted at other Nova Scotia exit and entry points since they must have originally been counted at North Sydney.

From 1922 to 1964, the tally of motor vehicles covered the four month period from June to September. In 1965, the count included only Amherst for the month of October, but, since 1966 the car count has included the five-month period (June 1st to October 31st) for all points. Therefore, caution must be taken when comparing previous years to those after 1965 since the increase for these years will include the actual increase in tourist traffic plus the tourist visiting Nova Scotia in October. However, since 1966, statistics arising from this project have been gathered and compiled in a consistent manner facilitating comparison by year, for that time frame.

In 1972, the enumerators recorded seasonal counts of tour buses and non-resident recreation vehicles at each entry point (with the exception of North Sydney) for the first time. Self-contained recreation vehicles (motor homes) were counted once as a motor vehicle and once as a recreation vehicle. In the 1973 tally, boats and motorcycles were counted at all the entry points (with the exception of North Sydney).

In addition to the tally of motor vehicle data, information is also received from all the public transportation companies serving Nova Scotia. Figures are supplied for the number of passengers brought to Nova Scotia during the tourist season. Reductions are applied to all public transportation data to account for returning Nova Scotia residents.

The statistics derived for tourists entering Nova Scotia by plane are based on figures supplied by Air Canada and Eastern Provincial Airways. Canadian Pacific Air started flights into Nova Scotia July, 1981 but statistics on the number of passengers have not been made available to date. Arriving at an accurate count of visitors is a problem with planes as well as motor vehicles. A certain percentage of passengers must necessarily be returning residents of the province. Prior to 1960, no discount was taken for the returning residents. A reduction factor was applied in 1960 and

again in 1961. In 1962 and 1963, a reduction factor of 25% was used, based on information supplied by Air Canada and estimates made by them. In 1964 and 1965, no reduction factors were applied. Caution must be used when comparing these years to 1966 and for the following years when a reduction factor of 20% was applied to passengers arriving by plane. This percentage was calculated by carrying out sample interviews (i.e., on a few selected days of each summer all passengers leaving Halifax International Airport, were interviewed, and it was determined that approximately 20% were returning residents). In 1973, an air exit survey was carried out and a reduction factor of 40% was applied to passengers arriving by plane. The 1978 Air Exit Survey showed a reduction factor of 65%. This was applied from 1976 onward.

The returning resident is also a statistical problem with respect to trains. Until 1960, no reduction factors were used. In 1960, it was assumed that approximately 50% of train passengers were returning residents and this figure was applied as a reduction factor of that year. In 1961 and 1962, figures for tourists arriving by train were estimated on the basis of 1960 figures allowing for a percentage increase in total traffic. In 1963, the railways made an "educated guess" of the number of tourists arriving by train. Again, caution must be observed when comparing 1964 and 1965 train statistics to those of 1966. The reduction factor for 1966 and later years was arrived at by an interview survey, on selected days of each summer month, of all coach passengers entering Nova Scotia

on Canadian National Railways' trains (now VIA Rail). It was found that 35% of the coach passengers were returning Nova Scotians. Therefore, 65% of all train passengers were regarded as visitors from June 1st to October 31st.

All non-resident passengers entering Nova Scotia by bus are estimated and reported to the Department of Tourism by Acadian Lines, the only bus company scheduling runs between Nova Scotia and out-of-Province points. They have been reporting since 1947.

Tour buses have been reported only since 1965. These buses differ from those that provide local service since they operate on a "package tour" basis. Until 1972, the number of people visiting Nova Scotia by tour bus was estimated by asking commercial accommodation operators in the Halifax/Dartmouth area how many tour buses and how many visitors per tour bus they accommodated during the June 1st to October 31st period. This method was not entirely satisfactory because it was based on the assumption that every tour bus visiting Nova Scotia spent at least one night in the Halifax/Dartmouth metropolitan area during their visit. In 1972, an actual tally of tour buses was started at the entry points. In 1975 and 1976, tour bus surveys resulted in the number of tour buses being multiplied by 33.1 people/bus to arrive at person volume. This figure was revised for 1981 and 38.7 people/bus was used for person volume calculations. (Tour Bus Survey, 1981)

In 1974, the tally included visitor bicycles which were counted at all entry points (with the exception of North Sydney).

In 1976, a tally of Nova Scotian cars returning to the Province was kept for the first time at all entry points.

Expenditures are calculated on the basis of surveys carried out by the department. The procedures used have varied over the years. There are two methods that have been and are used for calculating expenditures.

Average dollar expenditures depend upon the frequency of the survey and number of years preceding and following the survey year. One method for calculating expenditures for a given year is using one of the following formulae:

Average \$ expenditure per party per trip x parties x August CPI or

Average \$ expenditures per person per trip x people x August CPI.

In 1983, the CPI formula was used for the calculation of train and bus visitors. The only figure available for train and bus is \$44.42 in 1974.

TRAIN: No. of train passengers x 1974 train travellers \$
expenditures/person/trip x August 74/83 CPI.

BUS: Bus visitors x 1974 bus traveller \$ expenditure/trip x
August 74/83 CPI.

The other method is to apply growth rates between the years of two surveys, eg., in 1976, the average expenditure per person per trip for motorcoach patrons was \$179.73. The 1981 figure was \$374.25. Therefore by using a growth rate calculator, the percentage growth is calculated for the years between and following the survey years.

Auto, air and motorcoach expenditure figures have all been proportioned to their respective growth rates. Therefore expenditures shown in Table 17 have been adjusted accordingly and the formula used was:

Average \$ expenditure (in 1983 dollars) per party per trip x parties
or

Average \$ expenditures per person per trip x people (1983 dollars).

APPENDIX B

1983 Visitor party size, length of stay and average expenditures.

<u>Mode</u>	<u>Average Party Size</u>	<u>Average Length of Stay (days)</u>	<u>Average Expenditure</u>
Motor Vehicle	Canadian 2.43	5.94	\$272.42/party/trip
	American 2.41	(1980)	\$468.50/party/trip
Air	1.34	7.33	\$348.58/person/trip
Motorcoach	38.7 people/bus	6.19	\$509.85/person/trip



Weather Conditions _____

APPENDIX C

NOVA SCOTIA DEPARTMENT of TOURISM

TALLY OF MOTOR VEHICLES

Entering Nova Scotia at _____

Date _____

PROVINCE/ STATE	CARS	TOUR BUSES	RECREATION VEHICLES	STATE	CARS	TOUR BUSES	RECREATION VEHICLES
CANADA				U.S.A. (CON'D)			
Nova Scotia				Michigan			
Newfoundland				Minnesota			
P. E. I.				Mississippi			
				Missouri			
New Brunswick				Montana			
				Nebraska			
Quebec				Nevada			
Ontario				New Hampshire			
Manitoba				New Jersey			
Saskatchewan				New Mexico			
Alberta				New York			
B. C.							
Yukon				North Carolina			
N. W. T.				North Dakota			
CANADA TOTAL				Ohio			
UNITED STATES				Oklahoma			
Alabama				Oregon			
Alaska				Pennsylvania			
Arizona				Rhode Island			
Arkansas				South Carolina			
California				South Dakota			
Colorado				Tennessee			
Connecticut				Texas			
Delaware				Utah			
Dist. Columbia				Vermont			
Florida				Virginia			
Georgia				Washington			
Hawaii				W. Virginia			
Idaho				Wisconsin			
Illinois				Wyoming			
Indiana				U.S.A. TOTAL			
Iowa				FOREIGN TOTAL			
Kansas				CANADA TOTAL			
Kentucky				GRAND TOTAL			
Louisiana							
Maine				Motorcycles			
				Bicycles			
				Boats (Canada)			
Maryland				Boats (USA)			
Massachusetts							

FORM 200
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Turn Aways: _____

APPENDIX DOther Publications (pertaining to tourist characteristics and trends)1. Tour Bus Survey 1976/1981

- this survey outlines: 1) the role of the tour bus traveller within the industry; 2) the profile of the tour bus traveller; and 3) the adequacy of the plant.

2. 1980 Report on Auto Travel to Nova Scotia

- this document is based on the 1980 Nova Scotia Exit Survey with comparisons to previous exit surveys.

3. 1978 - Non-Resident Air Travel to Nova Scotia

- this document is based on the 1978 Nova Scotia Air Exit Survey with comparisons to previous air exit surveys.

4. Trends in Accommodation Demand and Supply (annual)

- this document provides statistical information on the supply of and demand for traveller accommodation (i.e. rooms occupied, guest days, occupancy rates, by type and region).

5. Campground Statistics (annual)

- this document includes such statistics as number of camper registrations, recreational vehicles versus tents, regional breakdowns, origin of visitors, etc.